COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 1978

	EVENING 7:00–11:00 PM												
											All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.4	16.6	17.1	13.5	IFR	14.3	17.4	15.4	14.1	15.8	15.3	11.6	14.4
NO. OF PROGRAMS‡	4	11	20	3		9	18	28	24	33	57	22	79

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.6	9.6	6.3	7.4	5.8	IFR	6.1	7.3	6.8	4.6	6.7	6.6	6.7
NO. OF PROGRAMS‡	5	3	12	14	10		15	12	27	36	4	9	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 27, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	THREE'S COMPANY	23.3	16,990
2	M*A*S*H	22.2	16,180
3	ONE DAY AT A TIME	21.8	15,890
4	LAVERNE AND SHIRLEY	21.5	15,670
4	QUINCY, M.E.	21.5	15,670
6	ALICE	21.4	15,600
7	ABC SUNDAY NIGHT MOVIE	21.1	15,380
7	CARTER COUNTRY	21.1	15,380
9	STARSKY AND HUTCH	19.9	14,510
10	HAPPY DAYS	19.6	14,290
11	ALL IN THE FAMILY	19.3	14,070
12	BARNABY JONES	19.2	14,000
13	BODY HUMAN:MIRACLE MONTHS(S)	19.1	13,920
13	CHARLIE'S ANGELS	19.1	13,920
15	LOU GRANT	19.0	13,850
16	PAUL ANKA IN MONTE CARLO(S)	18.3	13,340
17	60 MINUTES	17.9	13,050

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1978 REPORT

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING															
ABC MONDAY NIGHT BASEBALL							10	189	187	99	99	A	12.4	24	904
	1	MON.	8.00P	172	ABC	SE						B	12.8	25	933
	2	MON.	8.00P	154											
ABC MONDAY NIGHT BSBL(B)								79		50		A	5.6	11	408
	1	MON.	10.52P	27	ABC	SE									
ABC NEWS CLOSEUP(S)								189		98		A	13.1	24	955
	1	THU.	10.00P	60	ABC	DN									
ABC NEWSBRIEF-MON(B)								106		56		A	5.8	11	423
	1	MON.	10.51P	1	ABC	N									
ABC NEWSBRIEF-M-F							224	179	175	95	95	A	15.6	29	1137
		TU & W	9.58P	1	ABC	N						B	17.5	29	1276
		THU.	9.28P	1											
		FRI.	8.58P	1											
	2	MON.	10.33P	1											
ABC NEWSBRIEF-SAT.							46	185	178	96	95	A	18.3	37	1334
		SAT.	9.58P	1	ABC	N						B	18.7	35	1363
ABC NEWSBRIEF-SUN.							45	192	193	97	98	A	15.1	28	1101
		SUN.	8.58P	1	ABC	N						B	16.9	28	1232
ABC SUMMER MOVIE							8		175		94	A	17.4	32	1268
	2	THU.	9.30P	90	ABC	FF						B	16.2	30	1181
BOB NEWHART SHOW							33	174		92		A	10.8	26	787
	1	SAT.	8.00P	30	CBS	CS						B	14.3	28	1042
BODY HUMAN:MIRACLE MONTHS(S)									188		99	A	19.1	37	1392
	2	SUN.	8.00P	60	CBS	DO									
CARTER COUNTRY							15	190	187	97	98	A	21.1	37	1538
		TUE.	9.30P	30	ABC	CS						B	19.5	34	1422
CBS EVENING NEWS-CRONKITE							220	200	200	99	99	A	10.9	27	795
		M-F	6.30P	30	CBS	N						B	13.8	29	1006
CBS EVENING NEWS							33	172	169	89	88	A	8.0	20	583
		SUN.	6.30P	30	CBS	N						B	9.0	20	656
CBS FAMILY FILM CLASSICS							9	180		98		A	11.8	24	860
	1	TUE.	8.00P	60	CBS	FF						B	10.3	21	751
CBS NEWS SPECIAL(S)									178		96	A	10.6	20	773
	2	FRI.	9.00P	120	CBS	DN									
CBS SAT. NEWS-SCHIEFFER							44	151	148	89	87	A	7.2	21	525
		SAT.	6.30P	30	CBS	N						B	10.0	23	729
CBS SATURDAY NIGHT MOVIE							11	175	177	89	98	A	11.2	23	816
		SAT.	9.00P	120	CBS	FF						B	11.4	24	831
CBS TUESDAY NIGHT MOVIES							22		178		97	A	15.2	27	1108
	2	TUE.	9.00P	120	CBS	FF						B	15.5	27	1130

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ABC SUNDAY NIGHT MOVIE							35	195	197	99	99	A	21.1	36	1538
	1	SUN.	9.00P	115	ABC	FF						B	19.8	33	1443
	2	SUN.	9.00P	120											
ABC WORLD NEWS TONIGHT							35	197	197	99	99	A	7.7	19	561
		M-F	6.30P	30	ABC	N						B	7.7	19	561
ABC WRLD NEWS TONIGHT-SAT							31	115		67		A	3.6	11	262
	1	SAT.	6.30P	30	ABC	N						B	4.9	12	357
ALICE							38	191	187	99	98	A	21.4	36	1560
		SUN.	9.30P	30	CBS	CS						B	21.9	35	1597
ALL IN THE FAMILY							42	193	186	99	99	A	19.3	34	1407
		SUN.	9.00P	30	CBS	CS						B	22.3	36	1626
BARNABY JONES							36	185	185	98	95	A	19.2	36	1400
		THU.	10.00P	60	CBS	PD						B	20.0	36	1458
BARNEY MILLER							41	191	195	96	98	A	15.3	30	1115
		THU.	9.00P	30	ABC	CS						B	19.7	33	1436
BIG EVENT-TUE.							24	183		94		A	14.9	28	1086
	1	TUE.	9.00P	120	NBC	FV						B	17.2	29	1254
BIG EVENT							44	202	204	99	99	A	14.2	25	1035
	1	SUN.	9.20P	120	NBC	FV						B	18.4	31	1341
	2	SUN.	9.00P	120											
BIONIC WOMAN							33	206		96		A	12.3	29	897
	1	SAT.	8.00P	60	NBC	A						B	15.1	30	1101
BLACK SHEEP SQUADRON							4	180	173	91	90	A	9.9	22	722
		FRI.	8.00P	60	NBC	A						B	9.4	22	685
CBS WEDNESDAY NIGHT MOVIE							34	177	185	94	97	A	11.1	21	809
	1	WED.	9.00P	113	CBS	FF						B	16.6	28	1210
	2	WED.	9.00P	120											
CHARLIE'S ANGELS							41	203	210	98	99	A	19.1	36	1392
		WED.	9.00P	60	ABC	PD						B	23.2	38	1691
CHIPS							13	206	195	99	96	A	14.6	32	1064
		THU.	8.00P	60	NBC	OP						B	13.5	29	984
COLLEGE FOOTBALL '78(S)									187		97	A	8.6	20	627
	2	SAT.	8.00P	60	ABC	SC									
DOWN HOME(S)								171		93		A	8.5	19	620
	1	WED.	8.00P	60	CBS	GD									
EIGHT IS ENOUGH							40	197	198	98	99	A	14.9	32	1086
		WED.	8.00P	60	ABC	CS						B	19.7	34	1436
FAMILY(S)								197		99		A	11.8	28	860
	1	SAT.	8.00P	60	ABC	GD									
FANTASY ISLAND							22	194	187	97	97	A	17.8	36	1298
		SAT.	10.00P	60	ABC	A						B	19.6	39	1429
FESTIVAL OF-STARS:MEXICO(S)								167		96		A	10.3	19	751
	1	TUE.	9.00P	120	CBS	GV									
FRIENDS(S)								178		90		A	9.3	21	678
	1	SAT.	8.30P	30	CBS	CS									
GOOD TIMES							11	183	177	95	97	A	16.1	30	1174
		MON.	8.30P	30	CBS	CS						B	15.0	29	1094
HAPPY DAYS							44	210	207	99	99	A	19.6	42	1429
		TUE.	8.00P	30	ABC	CS						B	27.4	47	1997

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
HARDY BOYS/NANCY DREW	34	182		95		A	11.1	25	809
1 SUN. 7.00P 60 ABC SM						B	14.2	25	1035
HAWAII FIVE-O	34	186	183	97	96	A	15.8	30	1152
THU. 9.00P 60 CBS OP						B	19.2	32	1400
HOW THE WEST WAS WON	8	199	200	99	99	A	12.6	25	919
SUN. 8.00P 60 ABC EW						B	11.0	24	802
INCREDIBLE HULK	15	177		96		A	17.0	34	1239
1 FRI. 9.00P 60 CBS SF						B	17.9	33	1305
IS ANYONE-LEARNING-PT. 1(S)			191		99	A	7.7	16	561
2 TUE. 8.00P 60 CBS DN									
IS ANYONE-LEARNING-PT. 2(S)			194		99	A	9.1	19	663
2 WED. 8.00P 60 CBS DN									
IS ANYONE-LEARNING-PT. 3(S)			198		99	A	9.9	22	722
2 THU. 8.00P 60 CBS DN									
JEFFERSONS	11	178	171	94	96	A	15.8	33	1152
MON. 8.00P 30 CBS CS						B	14.6	31	1064
JUST FOR LAUGHS(S)		189		95		A	10.8	22	787
1 TUE. 8.00P 60 NBC CV									
LAVERNE AND SHIRLEY	40	216	210	99	99	A	21.5	42	1567
NBC NIGHTLY NEWS-SUN.	37		149		78	A	6.7	17	488
2 SUN. 6.30P 30 NBC N						B	6.9	15	503
NBC NIGHTLY NEWS	219	206	206	99	99	A	10.3	26	751
M-F 6.30P 30 NBC N						B	12.3	25	897
NBC SATURDAY NIGHT MOVIES	44	202		99		A	13.9	29	1013
1 SAT. 9.00P 120 NBC FF						B	15.5	29	1130
NEWSBREAK-M-F	225	164	167	89	89	A	11.7	23	853
1 MTUWF 8.58P 1 CBS N						B	14.2	24	1035
1 THU. 8.57P 2									
2 MON. 8.57P 2									
2 TU-F 8.58P 1									
NEWSBREAK-SAT.	45	161	151	86	85	A	8.2	18	598
1 SAT. 8.58P 1 CBS N						B	12.5	24	911
2 SAT. 8.57P 2									
NEWSBREAK-SUN.	44	174	176	92	94	A	16.3	30	1188
1 SUN. 8.57P 1 CBS N						B	18.5	30	1349
2 SUN. 8.58P 1									
NFL PRE-SEASON FTBL-ABC(S)		201		99		A	12.4	27	904
1 FRI. 9.00P 207 ABC SE									
NFL PRE-SEASON FTBL-ABC(S)			202		99	A	12.5	26	911
2 FRI. 9.00P 190 ABC SE									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
TUE. 8.30P 30 ABC CS						B	28.1	46	2048
LITTLE HOUSE-PRAIRIE	41	212	206	99	96	A	16.3	32	1188
MON. 8.00P 60 NBC GD						B	21.3	35	1553
LOU GRANT	21	196	192	96	97	A	19.0	35	1385
MON. 10.00P 60 CBS GD						B	19.0	33	1385
LOVE BOAT	27	193	183	98	97	A	17.7	37	1290
SAT. 9.00P 60 ABC CS						B	20.0	39	1458
M*A*S*H	26	196	201	96	98	A	22.2	40	1618
MON. 9.00P 30 CBS CS						B	23.1	37	1684
MOTHER,JUGGS AND SPEED(S)		180		95		A	13.3	24	970
1 THU. 9.30P 30 ABC CS									
NBC MONDAY NIGHT MOVIES	42	198	201	98	99	A	13.9	25	1013
MON. 9.00P 120 NBC FF						B	20.4	33	1487
NBC NEWS UPDATE-M-F	217	163	160	83	81	A	11.0	21	802
1 MTUTHF 8.58P 1 NBC N						B	14.5	24	1057
1 WED. 9.11P 1									
2 MTHF 8.58P 1									
2 TUE. 9.28P 1									
2 WED. 9.15P 1									
NBC NEWS UPDATE-SAT.	43	173		86		A	11.4	25	831
1 SAT. 8.58P 1 NBC N						B	14.7	28	1072
NBC NEWS UPDATE-SUN.	44	181	180	89	89	A	12.7	23	926
1 SUN. 9.18P 1 NBC N						B	16.8	27	1225
2 SUN. 8.58P 1									
NBC NIGHTLY NEWS-SAT.	42	156	141	86	82	A	6.2	18	452
SAT. 6.30P 30 NBC N						B	7.3	17	532
NFL PRE-SEASON FTBL-NBC(S)			207		98	A	12.2	27	889
2 SAT. 9.00P 201 NBC SE									
ON OUR OWN	30	189		97		A	16.4	32	1196
1 SUN. 8.30P 30 CBS CS						B	18.1	29	1319
ONE DAY AT A TIME	22	194	190	96	97	A	21.8	38	1589
MON. 9.30P 30 CBS CS						B	22.8	37	1662
OPERATION PETTICOAT	9	185	165	95	93	A	11.8	25	860
FRI. 8.30P 30 ABC CS						B	11.7	27	853
OPERATION:RUNAWAY	3	167	181	92	94	A	9.3	17	678
THU. 10.00P 60 NBC GD						B	9.7	18	707
PAUL ANKA IN MONTE CARLO(S)			180		98	A	18.3	32	1334
2 SUN. 10.00P 60 CBS PS									
POLICE WOMAN	11	187	178	93	93	A	13.1	25	955
WED. 10.00P 60 NBC OP						B	13.7	26	999
PROJECT U.F.O.	17	206	205	99	99	A	15.3	29	1115
1 SUN. 8.20P 60 NBC SF						B	18.0	32	1312
2 SUN. 8.00P 60									
QUINCY, M.E.	40	195	202	97	98	A	21.5	41	1567
FRI. 10.00P 60 NBC OP						B	19.0	35	1385
R.BROCKELMAN: PRIVATE EYE	3	165	168	89	91	A	11.2	21	816
THU. 9.00P 60 NBC PD						B	11.5	22	838
RHODA	33	189		97		A	15.1	32	1101
1 SUN. 8.00P 30 CBS CS						B	18.1	31	1319
ROCKFORD FILES	39	198	202	97	98	A	17.8	35	1298
FRI. 9.00P 60 NBC PD						B	17.4	31	1268

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D															
SELECTION OF A POPE(S)	2	SAT.	6.30P	31	ABC	N			135		81	A	4.5	13	328
60 MINUTES		SUN.	7.00P	60	CBS	DN	47	207	201	99	99	A	17.9	40	1305
												B	21.7	40	1582
SPIRIT OF '78(S)	2	SUN.	7.00P	60	ABC	DN			176		97	A	6.0	13	437
STARSKY AND HUTCH		WED.	10.00P	60	ABC	OP	26	187	196	97	98	A	19.9	37	1451
												B	19.3	34	1407
STEVE & EYDIE-I. BERLIN(S)	2	TUE.	9.30P	90	NBC	GV			202		99	A	12.2	22	889
SWITCH	1	SUN.	10.00P	60	CBS	PD	8	180		97		A	16.8	29	1225
												B	18.4	34	1341
TABITHA		FRI.	8.00P	30	ABC	CS	9	179	163	93	89	A	10.8	25	787
												B	11.1	27	809
THREE'S COMPANY		TUE.	9.00P	30	ABC	CS	43	202	202	99	99	A	23.3	43	1699
												B	26.5	42	1932
TV: THE FABULOUS 50'S(S)	2	TUE.	8.00P	90	NBC	GV			191		96	A	12.6	25	919
20/20							10	199	199	99	99	A	16.1	30	1174
CBS SUNDAY NEWS-BRADLEY		SUN.	11.00P	15	CBS	N	44	133	133	78	77	A	7.9	17	5/6
												B	7.7	17	561
LATE MOVIE I							210	159	159	88	88	A	6.1	23	445
	1	MON.	11.30P	100	CBS	FF						B	6.3	26	459
	1	TUE.	11.30P	88											
		WED.	11.30P	70											
		THU.	11.30P	37											
	1	FRI.	11.30P	99											
	2	MON.	11.30P	103											
	2	TU & F	11.30P	106											
LATE MOVIE II							120	162	161	88	89	A	3.5	21	255
	1	TUE.	12.58A	52	CBS	FF						B	4.4	27	321
	1	WED.	12.40A	56											
	1	THU.	12.07A	61											
	2	TUE.	1.16A	26											
	2	WED.	12.40A	55											
	2	THU.	12.07A	49											
LE DISCO(S)	1	SAT.	11.30P	79	NBC	PC		207		99		A	9.1	32	663
LEGEND OF THE BLACK HAND							2	160	162	93	95	A	3.7	22	270
	1	THU.	12.38A	41	ABC	GD						B	3.7	22	270
	2	THU.	12.37A	42											

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
		TUE.	10.00P	60	ABC	DN						B	13.5	25	984
WALTONS	1	THU.	8.00P	60	CBS	GD	39	201		99		A	11.7	26	853
												B	18.2	31	1327
WEDNESDAY MOVIE OF-WEEK		WED.	8.00P	120	NBC	FF	4	181	195	94	98	A	13.4	27	977
												B	13.6	27	991
WELCOME BACK,KOTTER		THU.	8.00P	30	ABC	CS	44	189	193	97	98	A	11.8	27	860
												B	17.8	32	1298
WHAT'S HAPPENING		THU.	8.30P	30	ABC	CS	13	184	186	97	98	A	13.3	28	970
												B	15.3	30	1115
WILDER AND WILDER(S)	2	SAT.	8.30P	30	CBS	CS			138		81	A	7.4	17	539
WINNER TAKE ALL(S)	1	FRI.	10.00P	60	CBS	SM		165		94		A	13.5	26	984
WONDER WOMAN		FRI.	8.00P	60	CBS	SF	39	181	182	96	95	A	12.6	28	919
												B	14.5	28	1057
WONDERFUL WORLD OF DISNEY							42	208	211	97	99	A	13.2	29	962
	1	SUN.	7.20P	60	NBC	FV						B	15.4	28	1123
	2	SUN.	7.00P	60											
•LATE FRINGE															
ABC WEEKEND REPORT-SAT.		SAT.	11.00P	15	ABC	N	44	152	150	90	90	A	7.2	16	525
												B	7.8	17	569
ABC WEEKEND REPORT-SUN.		SUN.	11.00P	15	ABC	N	42	152	151	92	92	A	6.4	14	467
												B	6.0	14	437
BARETTA-11:30PM	2	FRI.	12.41A	65	ABC	OP	40		156		89	A	4.7	25	343
												B	6.7	22	488
LEGEND OF THE BLACK HAND(S)	2	WED.	12.38A	41	ABC	GD			155		93	A	2.9	20	211
MIDNIGHT SPECIAL		FRI.	1.00A	90	NBC	PC	44	190	190	98	98	A	3.8	28	277
												B	3.6	26	262
NBC LATE NIGHT MOVIE							44	114	113	63	64	A	2.6	14	190
	1	SUN.	11.50P	126	NBC	FF						B	3.7	17	270
	2	SUN.	11.30P	124											
POLICE STORY-MON							10	175	175	97	97	A	6.5	33	474
	1	MON.	12.04A	62	ABC	OP						B	5.3	25	386
	2	MON.	12.35A	39											
POLICE STORY-WED							31	173	176	96	97	A	7.3	28	532
	1	WED.	11.30P	61	ABC	OP						B	6.5	25	474
	2	WED.	11.30P	68											
SATURDAY NIGHT	2	SAT.	12.52A	79	NBC	GV	31		198		98	A	6.7	35	488
												B	9.6	32	700
SOAP-MON							11	171	168	96	95	A	8.4	29	612
	1	MON.	11.30P	34	ABC	CS						B	7.7	26	561
	2	MON.	11.30P	65											
SOAP-TUE							10	169	171	96	96	A	9.8	34	714
	1	TUE.	11.30P	34	ABC	CS						B	8.2	27	598
	2	TUE.	11.30P	64											
STARSKY AND HUTCH-11:30							30	174	175	97	97	A	7.6	27	554
	1	THU.	11.30P	68	ABC	OP						B	7.0	27	510
	2	THU.	11.30P	67											
TOMORROW SHOW		M-TH	1.00A	45	NBC	CC	176	170	170	97	97	A	2.1	16	153
												B	2.6	21	190

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
TONIGHT SHOW	220	211	211	99	99	A	7.3	27	532
1 M & TH 11.30P 76 NBC GV						B	8.1	31	590
1 TU & F 11.30P 75									
1 WED. 11.30P 77									
2 MON. 11.30P 75									
2 TUWF 11.30P 80									
2 THU. 11.30P 78									
TUESDAY MOVIE OF THE WEEK	10	169	173	96	96	A	5.1	26	372
1 TUE. 12.04A 61 ABC FF						B	4.2	23	306
2 TUE. 12.34A 64									
WED. MYSTERY OF THE WEEK	41	157		92		A	3.2	21	233
1 WED. 12.34A 64 ABC SM						B	3.3	22	241
•WEEKDAY DAYTIME									
ALL IN THE FAMILY M-F	181	193	192	99	98	A	7.8	27	569
M-F 3.30P 30 CBS CS						B	8.1	27	590
ALL MY CHILDREN	218	188	188	98	98	A	9.9	38	722
M-F 1.00P 60 ABC DD						B	8.5	32	620
AMERICA ALIVE	25	188	188	92	92	A	3.4	13	248
M-F 12.00N 60 NBC GV						B	3.5	14	255
ANOTHER WORLD	216	203	205	98	99	A	7.0	24	510
M-F 3.00P 60 NBC DD						B	8.2	28	598
AS THE WORLD TURNS	216	201	201	99	99	A	7.7	29	561
M-F 1.30P 60 CBS DD						B	8.3	31	605
CAPTAIN KANGAROO	219	187	188	97	99	A	2.7	18	197
M-F 8.00A 60 CBS C						B	3.3	20	241
CARD SHARKS	80	151	151	86	86	A	4.1	21	299
M-F 10.00A 30 NBC QG						B	4.3	25	313
CARDINALS PROCESSION(S)			183		97	A	4.3	23	313
2 FRI. 10.26A 26 ABC N									
CBS MID-DAY NEWS-EDWARDS	218	167	167	90	90	A	5.6	22	408
M-F 11.55A 4 CBS N						B	5.6	24	408
CBS MORNING NEWS	220	176	176	97	97	A	1.6	18	117
M-F 7.15A 45 CBS N						B	2.0	16	146
DAYS OF OUR LIVES	219	208	208	99	99	A	6.2	23	452
M-F 1.30P 60 NBC DD						B	6.9	25	503
DOCTORS	216	198	200	97	98	A	5.7	21	416
M-F 2.30P 30 NBC DD						B	6.4	24	467
EDGE OF NIGHT	210	165	161	89	86	A	6.2	21	452
1 MTUWF 4.00P 30 ABC DD						B	5.4	18	394
2 M-F 4.00P 30									
FAMILY FEUD	218	185	185	99	99	A	9.4	38	685
M-F 11.30A 30 ABC QP						B	8.7	38	634
FOR RICHER, FOR POORER	161	150	150	79	79	A	2.5	10	182
1 MTUWF 1.00P 30 NBC DD						B	3.5	14	255
2 M-F 1.00P 30									
GENERAL HOSPITAL	143	190	190	98	98	A	8.6	30	627
M-F 3.00P 60 ABC DD						B	7.2	25	525
GOOD MORNING, AMERICA-730	220	185	185	98	98	A	2.3	23	168
M-F 7.30A 30 ABC N						B	2.8	21	204
GOOD MORNING, AMERICA-830	220	188	186	94	94	A	3.3	21	241
M-F 8.30A 30 ABC N						B	3.4	21	248
GUIDING LIGHT	186	191	191	99	99	A	7.4	27	539
M-F 2.30P 60 CBS DD						B	7.6	27	554
HAPPY DAYS M-F	218	169	169	96	96	A	9.0	39	656
M-F 11.00A 30 ABC CS						B	6.7	32	488
HOLLYWOOD SQUARES	214	185	185	94	94	A	4.3	21	313
1 M-F 10.30A 30 NBC QP						B	5.2	27	379
2 M-TH 10.30A 30									
LOVE OF LIFE	218	184	185	97	97	A	5.9	24	430
M-F 11.30A 30 CBS DD						B	5.8	26	423
MATCH GAME '78	154	152	151	83	81	A	6.0	21	437
1 MTUWF 4.00P 30 CBS QP						B	5.8	19	423
2 M-F 4.00P 30									
NEW HIGH ROLLERS	80	194	194	98	98	A	5.1	22	372
M-F 11.00A 30 NBC QG						B	5.1	24	372
NEW TIC TAC DOUGH	39	157	157	85	87	A	4.4	23	321
1 M-F 10.00A 30 CBS QG						B	4.0	21	292
2 M-TH 10.00A 30									
2 FRI. 10.00A 26									
ONE LIFE TO LIVE	145	190	190	99	99	A	8.5	31	620
M-F 2.00P 60 ABC DD						B	7.2	27	525
PRICE IS RIGHT 1	155	183	183	92	92	A	6.3	30	459
1 M-F 10.30A 30 CBS AP						B	5.7	28	416
2 M-TH 10.30A 30									
PRICE IS RIGHT 2	162	182	181	91	91	A	5.9	25	430
M-F 11.00A 30 CBS AP						B	6.1	28	445
RYAN'S HOPE	219	182	182	96	96	A	8.2	33	598
M-F 12.30P 30 ABC DD						B	7.0	28	510
SEARCH FOR TOMORROW	217	187	187	96	96	A	7.2	29	525
M-F 12.30P 30 CBS DD						B	7.2	29	525
TODAY SHOW-7.30AM	219	215	215	99	99	A	3.9	33	284
M-F 7.30A 30 NBC N						B	4.2	29	306
TODAY SHOW-8.30AM	220	211	209	99	99	A	3.8	27	277
M-F 8.30A 30 NBC N						B	4.5	29	328
$20,000 PYRAMID	145	162	164	89	88	A	6.3	25	459
M-F 12.00N 30 ABC QG						B	5.5	22	401
WHEEL OF FORTUNE	80	198	198	98	98	A	6.4	26	467
M-F 11.30A 30 NBC QG						B	6.1	27	445
YOUNG AND THE RESTLESS	217	194	194	98	98	A	7.8	30	569
M-F 12.00N 30 CBS DD						B	7.6	31	554

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1978 REPORT

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•WEEKEND DAYTIME															
ABC SPECIAL REPORT(S)									161		82	A	2.1	20	153
	2	SAT.	8.15A	4	ABC	N									
ABC SPECIAL REPORT:POPE(S)									176		94	A	5.6	23	408
	2	SAT.	1.18P	29	ABC	N									
ABC WIDE WORLD-SPORTS SAT							37	205	205	99	99	A	6.7	22	488
		SAT.	5.00P	90	ABC	SA						B	9.2	25	671
ALL NEW SUPERFRIENDS I							8	192	192	99	99	A	3.9	32	284
		SAT.	8.30A	30	ABC	CA						B	3.4	31	248
ALL NEW SUPERFRIENDS II							8	191	192	98	99	A	5.6	34	408
		SAT.	9.00A	30	ABC	CA						B	4.6	30	335
AMERICAN BANDSTAND '78							41	170	168	87	88	A	5.6	24	408
	1	SAT.	12.30P	60	ABC	PC						B	5.1	21	372
	2	SAT.	12.30P	48											
ANIMALS, ANIMALS, ANIMALS							44	148	143	86	86	A	3.1	17	226
		SUN.	11.30A	30	ABC	CL						B	3.0	15	219
BAGGY PANTS & THE NITWITS							26	203	199	97	96	A	4.1	19	299
		SAT.	11.00A	30	NBC	CA						B	4.4	19	321
BATMAN/TARZAN ADV I							37	193	194	99	99	A	6.4	29	467
		SAT.	10.30A	30	CBS	CA						B	7.6	32	554
BATMAN/TARZAN ADV II							37	194	193	99	99	A	7.0	32	510
		SAT.	11.00A	30	CBS	CA						B	8.4	35	612
BUGS BUNNY/ROAD RUNNER 1							37	198	198	99	99	A	5.7	32	416
		SAT.	9.00A	30	CBS	CA						B	6.4	32	467
BUGS BUNNY/ROAD RUNNER 2							37	198	197	99	99	A	8.1	39	590
		SAT.	9.30A	30	CBS	CA						B	8.2	36	598
BUGS BUNNY/ROAD RUNNER 3							37	199	197	99	99	A	8.3	38	605
		SAT.	10.00A	30	CBS	CA						B	9.0	38	656
CBS SAT. FILM FESTIVAL							38	161	160	85	87	A	4.1	17	299
	1	SAT.	1.30P	30	CBS	CL						B	4.2	17	306
	2	SAT.	1.44P	16											
CBS SPORTS SPECTACULAR							41	164	157	90	90	A	5.2	18	379
	1	SAT.	5.00P	60	CBS	SA						B	6.6	19	481
	2	SAT.	4.30P	90											
COLGATE HALL-FAME-SAT.(S)									175		97	A	2.7	10	197
	2	SAT.	3.30P	90	ABC	SE									
COLGATE HALL-FAME-SUN.(S)									179		97	A	4.7	14	343
	2	SUN.	4.00P	120	ABC	SE									
DYNOMUTT DOG WONDER							8	188	186	98	98	A	2.3	27	168
		SAT.	8.00A	30	ABC	CA						B	2.2	29	160
FACE THE NATION							44	184	185	99	99	A	2.4	14	175
		SUN.	11.30A	30	CBS	CC						B	2.8	14	204
FAT ALBERT AND COSBY KIDS							27	191	191	99	99	A	5.6	26	408
		SAT.	12.00N	30	CBS	CA						B	6.1	27	445
GHOST BUSTERS							45	62	59	51	50	A	1.1	10	80
		SUN.	9.00A	30	CBS	CL						B	1.2	9	87
GO GO GLOBETROTTERS I							27	200	199	99	99	A	2.5	20	182
		SAT.	8.30A	30	NBC	CA						B	3.8	26	277
GO GO GLOBETROTTERS II							27	200	200	99	99	A	3.9	23	284
		SAT.	9.00A	30	NBC	CA						B	5.1	27	372
GO GO GLOBETROTTERS III							27	201	201	99	99	A	4.7	24	343
		SAT.	9.30A	30	NBC	CA						B	5.7	27	416
GO GO GLOBETROTTERS IV							27	201	201	99	99	A	4.9	23	357
		SAT.	10.00A	30	NBC	CA						B	5.4	24	394
GREAT GRAPE APE							44	96	94	65	65	A	3.0	17	219
		SUN.	11.00A	30	ABC	CA						B	3.2	16	233
HONG KONG PHOOEY							27	191	191	98	98	A	1.6	19	117
		SAT.	8.00A	30	NBC	CA						B	2.6	24	190
IN THE NEWS- 8.26AM							43	192	192	99	99	A	3.2	31	233
		SAT.	8.26A	3	CBS	N						B	3.1	23	226
IN THE NEWS- 8.56AM							36	189	190	95	95	A	3.9	27	284
		SAT.	8.56A	3	CBS	N						B	4.7	27	343
IN THE NEWS- 9.56AM							37	197	196	99	99	A	8.6	41	627
		SAT.	9.56A	3	CBS	N						B	8.8	38	642
IN THE NEWS-10.26AM							46	199	185	99	96	A	8.1	36	590
		SAT.	10.26A	3	CBS	N						B	8.3	34	605
IN THE NEWS-10.56AM							46	192	193	99	99	A	6.0	27	437
		SAT.	10.56A	3	CBS	N						B	7.5	31	547
IN THE NEWS-11.26AM							46	194	193	99	99	A	7.1	32	518
		SAT.	11.26A	3	CBS	N						B	8.1	33	590
IN THE NEWS-11.56AM							44	195	194	99	99	A	5.2	24	379
		SAT.	11.56A	3	CBS	N						B	7.0	29	510
IN THE NEWS-12.26PM							45	191	191	99	99	A	5.4	24	394
		SAT.	12.26P	3	CBS	N						B	6.2	26	452
IN THE NEWS-12.56PM							43	192	190	96	96	A	5.5	24	401
		SAT.	12.56P	3	CBS	N						B	6.3	26	459
IN THE NEWS- 1.26PM							39	166		86		A	5.1	22	372
	1	SAT.	1.26P	3	CBS	N						B	5.1	20	372
IN THE NEWS- 1.56PM							41	161	160	85	87	A	3.9	17	284
		SAT.	1.56P	3	CBS	N						B	4.1	16	299
IN THE NEWS- 9.26AM							45	62	59	51	50	A	1.3	11	95
		SUN.	9.26A	3	CBS	N						B	1.5	11	109
IN THE NEWS- 9.56AM							45	61	60	51	54	A	1.7	12	124
		SUN.	9.56A	3	CBS	N						B	1.7	11	124
ISSUES AND ANSWERS							46	180	175	98	97	A	2.2	11	160
		SUN.	12.00N	30	ABC	CC						B	2.7	13	197
JABBERJAW							44	92	90	64	64	A	2.2	13	160
		SUN.	10.30A	30	ABC	CA						B	2.7	14	197
KROFFFT SUPERSHOW '78 I							6	180	180	94	94	A	5.8	27	423
		SAT.	11.30A	30	ABC	CL						B	5.3	25	386

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A:

WEEKEND DAYTIME CONT'D

Program Name	Wk #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations Wk 1	No. of Stations Wk 2	Program Coverage Wk 1	Program Coverage Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)
KROFFT SUPERSHOW '78 II							6	181	180	94	91	A	5.6	26	408
	1	SAT.	12.00N	30	ABC	CL						B	5.3	25	386
	2	SAT.	12.00N	24											
LAND OF THE LOST							25	170	169	78	85	A	4.2	19	306
		SAT.	12.00N	30	NBC	CL						B	4.5	21	328
MEET THE PRESS							44	185	197	96	99	A	3.1	17	226
		SUN.	12.30P	30	NBC	CC						B	3.2	16	233
NBC MAJOR LEAGUE PRE GAME							17	205	213	95	99	A	5.1	22	372
		SAT.	2.00P	15	NBC	SC						B	5.1	23	372
NBC MAJOR LEAGUE BASEBALL							18	205	213	95	99	A	8.1	31	590
	1	SAT.	2.15P	225	NBC	SE						B	7.5	29	547
	2	SAT.	2.15P	165											
NFL PRE-SEASON PRE GAME(S)									193		96	A	5.9	26	430
	2	SUN.	1.30P	15	CBS	SC									
NFL PRE-SEASON FTBL-CBS(S)									193		96	A	11.1	37	809
	2	SUN.	1.45P	182	CBS	SE									
NFL PRE-SEASON POST GAME(S)									192		96	A	9.5	28	693
	2	SUN.	4.47P	13	CBS	SC									
NFL PRE-SEASON FTBL-NBC(S)								203		94		A	10.9	32	795

Program Name	Wk #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations Wk 1	No. of Stations Wk 2	Program Coverage Wk 1	Program Coverage Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)
SCOOBY'S-LAFF-LYMPICS IV							8	192	192	99	99	A	7.0	33	510
		SAT.	11.00A	30	ABC	CA						B	6.7	31	488
SECRETS OF ISIS							26	195	194	99	99	A	5.7	27	416
		SAT.	11.30A	30	CBS	CL						B	6.3	28	459
SPACE ACADEMY							27	192	190	96	96	A	6.0	27	437
		SAT.	12.30P	30	CBS	CL						B	6.2	27	452
SPACE SENTINELS							25	185	185	92	92	A	4.4	21	321
		SAT.	11.30A	30	NBC	CA						B	4.6	21	335
SPEED BUGGY							27	190	191	95	95	A	3.9	29	284
		SAT.	8.30A	30	CBS	CA						B	3.9	24	284
SPORTSWORLD							27	154	165	81	84	A	5.1	17	372
	1	SUN.	2.30P	90	NBC	SE						B	5.4	18	394
	2	SUN.	4.00P	90											
THINK PINK PANTHER							27	206	206	99	99	A	5.1	24	372
		SAT.	10.30A	30	NBC	CA						B	5.1	22	372
THREE ROBONIC STOOGES							28	192	192	99	99	A	2.7	28	197
		SAT.	8.00A	30	CBS	CA						B	2.9	24	211
THUNDER							25	151	153	78	80	A	3.3	15	241
		SAT.	12.30P	30	NBC	CL						B	3.7	17	270
USAC MILWAUKEE 200(S)								170		90		A	3.9	16	284

Program Name	Wk #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations Wk 1	No. of Stations Wk 2	Program Coverage Wk 1	Program Coverage Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)
	1	SUN.	4.00P	200	NBC	SE									
1978 NFL PERSPECTIVE(S)									187		98	A	8.8	26	642
	2	SUN.	5.00P	60	CBS	SC									
RFK PRO-CELEBRITY TENNIS(S)									157		89	A	3.1	10	226
	2	SUN.	2.30P	90	ABC	SE									
SCHOOLHOUSE ROCK- 8.25AM							8	188	186	98	98	A	2.6	28	190
		SAT.	8.25A	4	ABC	CA						B	2.5	29	182
SCHOOLHOUSE ROCK- 9.25AM							8	191	192	98	99	A	5.6	32	408
		SAT.	9.25A	4	ABC	CA						B	4.4	28	321
SCHOOLHOUSE ROCK-10.25AM							8	192	175	99	95	A	6.2	29	452
		SAT.	10.25A	4	ABC	CA						B	5.7	27	416
SCHOOLHOUSE ROCK-11.25AM							8	192	173	99	86	A	5.7	27	416
		SAT.	11.25A	4	ABC	CA						B	5.8	27	423
SCHOOLHOUSE ROCK-12.25PM							9	181		94		A	5.6	26	408
	1	SAT.	12.25P	4	ABC	CA						B	4.4	21	321
SCHOOLHOUSE ROCK-10.55AM							44	92	90	64	64	A	2.7	16	197
		SUN.	10.55A	4	ABC	CA						B	2.8	15	204
SCHOOLHOUSE ROCK-11.55AM							44	148	142	86	85	A	3.4	18	248
		SUN.	11.55A	4	ABC	CA						B	3.0	15	219
SCOOBY'S-LAFF-LYMPICS I							8	192	192	99	99	A	5.6	29	408
		SAT.	9.30A	30	ABC	CA						B	4.2	23	306
SCOOBY'S-LAFF-LYMPICS II							8	192	192	99	99	A	6.4	30	467
		SAT.	10.00A	30	ABC	CA						B	5.4	26	394
SCOOBY'S-LAFF-LYMPICS III							8	192	192	99	99	A	6.9	32	503
		SAT.	10.30A	30	ABC	CA						B	6.6	30	481

Program Name	Wk #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations Wk 1	No. of Stations Wk 2	Program Coverage Wk 1	Program Coverage Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)
	1	SUN.	2.00P	120	CBS	SE									
USGA-AMATEUR GOLF CHAMP.(S)								157		87		A	4.2	13	306
	1	SUN.	4.30P	30	ABC	SE									
WACKO							36	61	60	51	54	A	1.7	12	124
		SUN.	9.30A	30	CBS	CL						B	1.5	10	109
WESTCHESTER CLASSIC-SAT.(S)								170		93		A	3.5	13	255
	1	SAT.	4.00P	60	CBS	SE									
WESTCHESTER CLASSIC-SUN.(S)								184		98		A	4.8	15	350
	1	SUN.	4.00P	120	CBS	SE									
WHAT'S NEW, MISTER MAGOO							32	166	161	86	84	A	4.6	20	335
	1	SAT.	1.00P	30	CBS	CA						B	5.4	22	394
	2	SAT.	1.00P	18											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 14, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,710 24.3											4,670 6.4
ABC TV program					← ABC Monday Night Baseball → (OP) "CINCINNATI VS. PITTSBURGH" & "NEW YORK YANKEES VS. BALTIMORE" (8:00-10:52PM)(1)											(2)
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9,040 12.4 24 8.5	8.6* 18 * 8.6	10.5	11.0* 22 * 11.5	12.3	12.5* 23 * 12.6	13.8	14.1* 25 * 14.4	15.1	15.1* 28 * 15.0	14.3	4,080 5.6 11 5.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,050 17.9		12,980 17.8		18,440 25.3		17,280 23.7		17,200 23.6			
CBS TV program					The Jeffersons (R)		Good Times (OP) (R)		M*A*S*H (R)		One Day at a Time (R)		← Lou Grant (R) →			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11,370 15.6 33 15.2	16.1	11,660 16.0 31 15.4	16.7	15,750 21.6 39 20.7	22.6	15,450 21.2 37 20.9	21.4	13,340 18.3 34 18.3	18.1* 33 * 17.9	17.9	18.6* 35 * 19.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,820 21.7				17,710 24.3							
NBC TV program					← Little House On The Prairie (R) → (OP)				← NBC Monday Night Movies → "BREAKOUT" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12,320 16.9 34 14.5	15.5* 33 * 16.4	18.1	18.4* 35 * 18.7	10,210 14.0 26 13.5	13.0* 23 * 12.6	13.7	13.9* 24 * 14.1	15.0	15.2* 28 * 15.3	15.6	13.9* 27 * 12.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,790 24.4											
ABC TV program					← ABC Monday Night Baseball → (OP) "LOS ANGELES VS. MONTREAL" & "CHICAGO CUBS VS. HOUSTON" (8:00-10:42PM)											(3)
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8,970 12.3 23 9.0	9.1* 21 * 9.2	11.3	11.6* 23 * 12.0	12.5	12.6* 23 * 12.7	13.4	13.5* 24 * 13.6	14.3	14.6* 26 * 14.8	12.7	
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,340 18.3		13,270 18.2		19,170 26.3		17,420 23.9		17,570 24.1			
CBS TV program					The Jeffersons (R)		Good Times (OP) (R)		M*A*S*H (R)		One Day at a Time (R)		← Lou Grant (R) →			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11,590 15.9 33 15.0	16.7	11,810 16.2 30 16.2	16.3	16,620 22.8 41 21.6	24.0	16,260 22.3 39 22.0	22.5	14,360 19.7 36 19.6	19.5* 35 * 19.5	19.9	19.9* 38 * 20.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,800 20.3				16,770 23.0							
NBC TV program					← Little House On The Prairie (R) → (OP)				← NBC Monday Night Movies → "SERGEANT MATLOVICH VS. THE U.S. AIR FORCE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11,370 15.6 31 12.7	13.6* 28 * 14.5	17.2	17.6* 33 * 18.0	9,990 13.7 25 14.0	13.5* 24 * 13.0	12.9	13.0* 23 * 13.1	14.3	14.3* 25 * 14.4	14.3	13.9* 26 * 13.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	41.5	41.7	41.9	43.8	46.3	48.8	50.6	53.7	55.1	56.2	56.3	57.4	54.4	54.1	53.7	51.0
WK 2	44.2	44.6	43.9	44.8	46.4	50.0	53.2	54.3	55.2	56.4	56.8	58.1	56.8	56.3	53.9	51.2

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. MON. AUG. 21, 1978

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "ABC MONDAY NIGHT BASEBALL (B)", ABC, (10:52-11:19PM), FOR REMAINING RATINGS, SEE OP PAGES.
(3) SPORTS FILL, ABC, (10:34-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 15, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,970 21.9		15,890 21.8		18,010 24.7		15,380 21.1		15,890 21.8			
Program					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					13,490 18.5		14,360 19.7		15,750 21.6		13,780 18.9		11,520 15.8	16.1*		15.5*
SHARE OF AUDIENCE %					38		38		41		34		30	30 *		30 *
AVG. AUD. BY ¼ HR. %					17.3	19.7	19.4	19.9	20.8	22.4	18.9	19.0	16.1	16.1	15.9	15.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,880 16.3				13,780 18.9							
Program					← CBS Family Film Classics → (OP) "CHARLOTTE'S WEB" Pt. II (8:00-9:00PM)(R)				Festival of the Stars: Mexico (9:00-11:00PM)(R) →							
AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8	11.3*		12.3*	7,510 10.3	8.5*		10.2*		11.1*		11.5*
SHARE OF AUDIENCE %					24	23 *		24 *	19	16 *		18 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					11.0	11.7	12.4	12.3	8.5	8.6	9.9	10.6	10.7	11.4	11.5	11.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,740 16.1				19,170 26.3							
Program					← Just for Laughs (8:00-9:00PM) → (OP)				← Big Event → "MY NAME IS NOBODY" (9:00-11:00PM) (R)							
AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8	10.6*		10.9*	10,860 14.9	12.3*		14.6*		16.5*		16.3*
SHARE OF AUDIENCE %					22	22 *		21 *	28	23 *		26 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					10.6	10.6	10.8	11.0	12.0	12.5	14.2	14.9	16.2	16.7	17.0	15.7

EVE. TUE. AUG. 22, 1978

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,990 23.3		19,030 26.1		20,560 28.2		18,660 25.6		16,620 22.8			
Program					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)		← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					15,020 20.6		16,990 23.3		18,230 25.0		16,990 23.3		11,880 16.3	17.9*		14.6*
SHARE OF AUDIENCE %					45		47		46		41		30	31 *		27 *
AVG. AUD. BY ¼ HR. %					18.9	22.3	22.5	24.1	23.9	26.0	23.4	23.2	18.5	17.4	15.8	13.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,240 11.3				20,190 27.7							
Program					← Is Anyone Out There Learning - Part 1 "A REPORT CARD ON PUBLIC EDUCATION" (8:00-9:00PM) → (OP)				← CBS Tuesday Night Movies → "CAPONE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					5,610 7.7	7.6*		7.8*	11,080 15.2	10.6*		13.5*		17.4*		19.4*
SHARE OF AUDIENCE %					16	17 *		16 *	27	20 *		24 *		30 *		36 *
AVG. AUD. BY ¼ HR. %					7.6	7.5	7.6	8.1	10.3	10.8	13.2	13.8	16.5	18.3	19.6	19.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,870 20.4						14,290 19.6					
Program					← TV: The Fabulous '50's (8:00-9:30PM)(R) → (OP)						Steve and Eydie Celebrate Irving Berlin (9:30-11:00PM) →					
AVERAGE AUDIENCE (Households (000) & %)					9,190 12.6	11.9*		13.5*		12.4*	8,890 12.2	12.3*		12.8*		11.4*
SHARE OF AUDIENCE %					25	26 *		27 *		23 *	22	21 *		22 *		21 *
AVG. AUD. BY ¼ HR. %					11.8	12.0	13.5	13.6	13.1	11.6	12.2	12.4	12.9	12.7	11.7	11.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	42.1	43.6	43.5	45.3	47.4	49.7	50.8	51.9	52.3	54.1	54.8	55.5	53.8	53.5	52.6	50.7
WK 2	42.5	42.9	42.7	43.2	44.8	46.7	48.6	50.9	52.6	55.3	56.8	57.8	57.1	57.1	55.2	51.1

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. AUG. 16, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,310 21.0				19,390 26.6				16,990 23.3			
ABC TV program					Eight Is Enough (R)				Charlie's Angels (R) (OP)				Starsky & Hutch (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,720 14.7	13.2*		16.2*	14,290 19.6	18.2*		21.0*	13,850 19.0	19.3*		18.7*
SHARE OF AUDIENCE %					33	30 *		35 *	38	36 *		39 *	36	36 *		36 *
AVG. AUD. BY ¼ HR. %					12.6	13.8	15.2	17.3	17.4	19.0	20.4	21.7	19.3	19.3	18.9	18.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,040 12.4				10,940 15.0							
CBS TV program					Down Home (8:00-9:00PM) (OP)				CBS Wednesday Night Movie "THE DEADLY TRAP" (9:00-10:53PM)							(1)
AVERAGE AUDIENCE (Households (000) & %)					6,200 8.5	8.4*		8.7*	5,760 7.9	8.5*		7.5*		7.7*		7.9*
SHARE OF AUDIENCE %					19	19 *		19 *	15	17 *		14 *		14 *		15 *
AVG. AUD. BY ¼ HR. %					8.4	8.4	8.6	8.8	8.9	8.1	7.6	7.3	7.7	7.7	7.8	8.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,260 22.3								14,730 20.2			
NBC TV program					Wednesday Movie Of The Week "THE BEASTS ARE IN THE STREETS" (8:00-10:00PM)(R) (OP)								Police Woman (R)			
AVERAGE AUDIENCE (Households (000) & %)					9,700 13.3	11.3*		12.0*		14.6*		15.3*	11,450 15.7	15.4*		15.9*
SHARE OF AUDIENCE %					27	26 *		26 *		29 *		28 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %					10.9	11.6	11.7	12.2	14.1	15.1	15.3	15.2	15.4	15.4	15.7	16.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,090 20.7				16,910 23.2				18,230 25.0			
ABC TV program					Eight Is Enough (R)				Charlie's Angels (R) (OP)				Starsky & Hutch (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,940 15.0	13.3*		16.8*	13,560 18.6	17.5*		19.7*	15,090 20.7	20.0*		21.3*
SHARE OF AUDIENCE %					32	30 *		34 *	34	32 *		35 *	38	37 *		40 *
AVG. AUD. BY ¼ HR. %					11.9	14.7	16.3	17.3	16.8	18.1	19.4	19.9	19.4	20.7	21.4	21.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,990 13.7				16,770 23.0							
CBS TV program					Is Anyone Out There Learning - Part 2 "A REPORT CARD ON PUBLIC EDUCATION" (8:00-9:00PM) (OP)				CBS Wednesday Night Movie "THE PARALLAX VIEW" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)					6,630 9.1	8.9*		9.3*	10,350 14.2	13.6*		14.7*		14.8*		13.6*
SHARE OF AUDIENCE %					19	20 *		19 *	26	25 *		26 *		27 *		26 *
AVG. AUD. BY ¼ HR. %					9.3	8.5	8.8	9.8	13.0	14.2	14.6	14.8	15.1	14.4	13.9	13.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,280 23.7								9,990 13.7			
NBC TV program					Wednesday Movie Of The Week "WILLY WONKA AND THE CHOCOLATE FACTORY" (8:00-10:00PM)(R) (OP)								Police Woman (R)			
AVERAGE AUDIENCE (Households (000) & %)					9,770 13.4	11.4*		13.2*		14.5*		14.3*	7,580 10.4	10.5*		10.2*
SHARE OF AUDIENCE %					26	26 *		26 *		27 *		25 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %					11.0	11.7	12.9	13.5	14.6	14.5	14.4	14.2	10.6	10.5	10.3	10.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	40.9	41.8	40.5	41.8	43.0	44.1	45.2	47.9	49.4	51.3	53.1	54.8	54.0	53.3	52.3	51.6
WK 2	39.3	40.1	40.5	41.2	42.2	46.2	48.9	50.9	53.0	55.0	56.5	56.7	54.7	54.4	53.7	52.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. AUG. 23, 1978

(1) PROMO FILL, CBS, (10:53-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. AUG. 17, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV TOTAL AUDIENCE (Households (000) & %)					9,330 12.8		9,840 13.5		11,010 15.1		10,860 14.9		13,410 18.4			
ABC TV program					Welcome Back, Kotter (R)		What's Happening (R)		Barney Miller (OP) (R)		Mother, Juggs and Speed (9:30-10:00PM)		ABC News Closeup "THE POLICE TAPES" (10:00-11:00PM)(R) →			
AVERAGE AUDIENCE (Households (000) & %)					7,580 10.4		8,530 11.7		9,550 13.1		9,700 13.3		9,550 13.1	13.6*		12.6*
SHARE OF AUDIENCE %					24		25		26		24		24	25 *		24 *
AVG. AUD. BY ¼ HR. %					9.8	10.9	11.1	12.2	12.5	13.8	13.1	13.6	13.9	13.4	12.7	12.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,150 15.3				15,380 21.1				17,930 24.6			
CBS TV program					← The Waltons (R) → (OP)				← Hawaii Five-0 (R) →				← Barnaby Jones (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,530 11.7	11.1*		12.3*	12,320 16.9	15.6*		18.3*	15,020 20.6	19.8*		21.5*
SHARE OF AUDIENCE %					26	26 *		27 *	32	31 *		33 *	38	36 *		40 *
AVG. AUD. BY ¼ HR. %					11.0	11.3	11.9	12.6	14.7	16.5	17.7	18.9	19.3	20.3	21.4	21.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,290 19.6				10,940 15.0				9,190 12.6			
NBC TV program					← Chips (R) → (OP)				← Richie Brockelman: Private Eye (R) →				← Operation: Runaway (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,210 14.0	13.2*		14.8*	7,870 10.8	10.3*		11.3*	7,140 9.8	9.4*		10.2*
SHARE OF AUDIENCE %					32	31 *		32 *	20	20 *		21 *	18	17 *		19 *
AVG. AUD. BY ¼ HR. %					12.8	13.6	14.6	15.1	10.6	10.0	11.1	11.5	9.4	9.3	9.8	10.7

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 2 — ABC TV TOTAL AUDIENCE (Households (000) & %)					11,590 15.9		11,960 16.4		14,650 20.1		17,930 24.6					
ABC TV program					Welcome Back, Kotter (R)		What's Happening (R)		Barney Miller (OP) (R)		← ABC Summer Movie "VEGA$" (9:30-11:00PM)(R) →					
AVERAGE AUDIENCE (Households (000) & %)					9,550 13.1		10,790 14.8		12,680 17.4		12,680 17.4	16.4*		18.3*		17.6*
SHARE OF AUDIENCE %					30		31		34		32	30 *		34 *		33 *
AVG. AUD. BY ¼ HR. %					12.3	14.0	14.0	15.5	16.8	18.0	16.0	16.8	18.5	18.2	17.9	17.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,280 14.1				14,070 19.3				15,450 21.2			
CBS TV program					← Is Anyone Out There Learning - Part 3 "A REPORT CARD ON PUBLIC EDUCATION" (8:00-9:00PM) → (OP)				← Hawaii Five-0 (R) →				← Barnaby Jones (R) →			
AVERAGE AUDIENCE (Households (000) & %)					7,220 9.9	9.8*		10.1*	10,720 14.7	13.8*		15.5*	12,900 17.7	17.6*		17.7*
SHARE OF AUDIENCE %					22	23 *		21 *	28	27 *		29 *	33	32 *		33 *
AVG. AUD. BY ¼ HR. %					9.6	9.9	9.9	10.3	13.4	14.3	15.2	15.8	17.1	18.1	17.8	17.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,360 19.7				11,370 15.6				8,750 12.0			
NBC TV program					← Chips (R) → (OP)				← Richie Brockelman: Private Eye (R) →				← Operation: Runaway (R) →			
AVERAGE AUDIENCE (Households (000) & %)					11,080 15.2	14.1*		16.4*	8,460 11.6	11.1*		12.1*	6,420 8.8	8.7*		8.9*
SHARE OF AUDIENCE %					33	32 *		34 *	22	22 *		22 *	16	16 *		17 *
AVG. AUD. BY ¼ HR. %					13.3	14.9	16.5	16.3	11.2	11.0	12.4	11.9	8.8	8.6	8.8	9.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	39.6	40.0	40.2	42.1	41.6	43.5	44.9	47.6	50.2	52.0	54.4	55.9	54.4	54.3	54.0	53.1
WK 2	39.9	40.1	39.4	40.7	42.2	44.8	46.6	48.8	49.6	51.8	53.6	54.2	54.2	54.5	53.4	52.7

U.S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

EVE. THU. AUG. 24, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 18, 1978

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	9,110 12.5		10,500 14.4		19,760 27.1							
Program	Tabitha (R)		Operation Petticoat (R)	(OP)	NFL Pre-Season Football "MINNESOTA VS. MIAMI" (9:00-12:27AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	7,870 10.8		8,890 12.2		9,040 12.4	10.3*		12.6*		13.7*		13.5*
SHARE OF AUDIENCE %	26		26		27	22 *		26 *		27 *		27 *
AVG. AUD. BY ¼ HR. %	10.6	11.0	11.5	12.8	9.8	10.9	12.3	13.0	13.8	13.6	13.2	13.8

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	12,030 16.5				15,890 21.8				13,190 18.1			
Program	Wonder Woman (R)			(OP)	Incredible Hulk (R)				Winner Take All			
AVERAGE AUDIENCE (Households (000) & %)	8,750 12.0	10.6*		13.3*	12,390 17.0	16.4*		17.5*	9,840 13.5	13.6*		13.4*
SHARE OF AUDIENCE %	28	26 *		29 *	34	34 *		34 *	26	26 *		26 *
AVG. AUD. BY ¼ HR. %	10.1	11.1	13.0	13.7	15.7	17.1	17.1	17.8	13.8	13.5	13.5	13.3

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	9,770 13.4				13,050 17.9				18,370 25.2			
Program	Black Sheep Squadron (R)			(OP)	Rockford Files (R)				Quincy, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)	7,070 9.7	9.2*		10.1*	9,620 13.2	12.6*		13.9*	14,000 19.2	18.4*		20.0*
SHARE OF AUDIENCE %	22	22 *		22 *	27	26 *		27 *	37	35 *		39 *
AVG. AUD. BY ¼ HR. %	8.9	9.5	10.1	10.2	12.5	12.7	13.4	14.4	17.6	19.3	19.9	20.1

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	9,770 13.4		9,330 12.8		19,610 26.9							
Program	Tabitha (R)		Operation Petticoat (R)	(OP)	NFL Pre-Season Football "SAN FRANCISCO VS. DENVER" (9:00-12:10AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	7,870 10.8		8,310 11.4		9,110 12.5	11.4*		12.7*		13.7*		12.4*
SHARE OF AUDIENCE %	24		23		26	23 *		25 *		26 *		24 *
AVG. AUD. BY ¼ HR. %	10.4	11.2	11.3	11.6	10.9	11.8	12.7	12.8	13.6	13.7	13.2	11.5

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	13,190 18.1				15,530 21.3							
Program	Wonder Woman (R)			(OP)	CBS News Special "1968...A LOOK FOR NEW MEANINGS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	9,550 13.1	11.6*		14.5*	7,730 10.6	11.2*		9.7*		10.8*		10.5*
SHARE OF AUDIENCE %	28	26 *		30 *	20	22 *		18 *		20 *		20 *
AVG. AUD. BY ¼ HR. %	11.0	12.2	14.2	14.8	11.9	10.5	9.6	9.8	11.0	10.7	10.2	10.8

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	9,700 13.3				20,850 28.6				21,140 29.0			
Program	Black Sheep Squadron (R)			(OP)	Rockford Files (R)				Quincy, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)	7,290 10.0	9.2*		10.8*	16,330 22.4	20.7*		24.1*	17,280 23.7	23.3*		24.1*
SHARE OF AUDIENCE %	22	21 *		22 *	43	40 *		45 *	45	43 *		46 *
AVG. AUD. BY ¼ HR. %	8.7	9.7	10.3	11.4	19.3	22.2	23.4	24.8	23.1	23.5	23.9	24.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	37.3	37.9	37.6	39.6	39.9	42.5	44.7	46.4	48.1	49.0	50.0	52.1	52.5	52.7	51.8	50.4
WK 2	39.2	40.7	41.4	42.6	43.0	44.8	47.6	49.3	51.1	52.2	53.1	54.1	54.4	53.6	52.8	51.5

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. FRI. AUG. 25, 1978

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 19, 1978

WEEK 1 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					1?,610 17.3				16,400 22.5				16,690 22.9			
ABC TV program					Family (8:00-9:00PM)(R)				Love Boat (R)			(OP)	Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8	10.6*		13.0*	13,780 18.9	17.6*		20.3*	13,780 18.9	18.9*		18.9*
SHARE OF AUDIENCE %					28	26 *		30 *	40	38 *		42 *	39	39 *		40 *
AVG. AUD. BY ¼ HR. %					10.6	10.7	12.2	13.8	16.7	18.5	20.1	20.5	18.8	19.0	19.1	18.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,550 13.1		8,020 11.0		11,300 15.5							
CBS TV program					Bob Newhart Show (R)		Friends (8:30-9:00PM)	(OP)	CBS Saturday Night Movie "COME BACK CHARLESTON BLUE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8		6,780 9.3		6,490 8.9	8.7*		8.6*		9.0*		9.1*
SHARE OF AUDIENCE %					26		21		19	19 *		18 *		18 *		19 *
AVG. AUD. BY ¼ HR. %					10.0	11.7	9.4	9.2	9.0	8.4	8.6	8.6	8.9	9.2	9.2	9.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,320 16.9				15,670 21.5							
NBC TV program					Bionic Woman (R)			(OP)	NBC Saturday Night at the Movies "SOMETHING BIG" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)					8,970 12.3	11.2*		13.4*	10,130 13.9	12.8*		13.3*		14.8*		14.7*
SHARE OF AUDIENCE %					29	27 *		30 *	29	27 *		27 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					10.9	11.5	13.2	13.5	12.5	13.0	13.1	13.5	14.5	15.1	15.0	14.5

WEEK 2 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,420 14.3				15,160 20.8				15,240 20.9			
ABC TV program	(1)				College Football '78 (8:00-9:00PM)				Love Boat (R)			(OP)	Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000) & %)					6,270 8.6	8.1*		9.1*	11,960 16.4	15.1*		17.7*	12,170 16.7	16.9*		16.6*
SHARE OF AUDIENCE %					20	19 *		21 *	34	32 *		36 *	34	33 *		34 *
AVG. AUD. BY ¼ HR. %	5.2				8.0	8.1	8.8	9.3	14.0	16.2	17.5	18.0	16.6	17.2	16.7	16.4
CBS TV TOTAL AUDIENCE (Households (000) & %)							6,850 9.4		14,510 19.9							
CBS TV program					CBS News Special Report (8:00-8:30PM)(SUS.)		Wilder and Wilder (8:30-9:00PM)	(OP)	CBS Saturday Night Movie "MARY JANE HARPER CRIED LAST NIGHT" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)							5,390 7.4		9,770 13.4	10.6*		13.1*		14.4*		15.3*
SHARE OF AUDIENCE %							17		27	22 *		26 *		28 *		31 *
AVG. AUD. BY ¼ HR. %							7.0	7.7	9.8	11.5	12.9	13.3	14.1	14.7	15.1	15.5
NBC TV TOTAL AUDIENCE (Households (000) & %)									18,950 26.0							
NBC TV program					NBC News Special (8:00-9:00PM)(SUS.)				NFL Pre-Season Football "LOS ANGELES VS. OAKLAND" (9:00-12:21AM)(2)							
AVERAGE AUDIENCE (Households (000) & %)									8,890 12.2	10.3*		12.0*		13.2*		12.3*
SHARE OF AUDIENCE %									27	23 *		25 *		27 *		25 *
AVG. AUD. BY ¼ HR. %									9.8	10.9	11.6	12.3	13.8	12.5	12.3	12.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	35.6	37.4	37.6	38.7	40.1	42.0	42.9	45.0	46.4	47.3	48.5	49.0	48.7	48.8	48.3	47.4
WK 2	37.2	37.4	37.4	39.6	40.9	41.7	42.6	44.0	46.3	48.3	49.4	50.2	51.0	50.4	49.3	48.5

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. SAT. AUG. 26, 1978

(1) "SELECTION OF A POPE", ABC, (6:30-7:01PM)(S)

(2) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 20, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,940 15.0				13,490 18.5				23,910 32.8							
ABC TV program	Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (R)			(1)	How the West Was Won (R)			(OP)	ABC Sunday Night Movie "JOE KIDD" (9:00-10:55PM)(R)							(2)
ABC TV AVERAGE AUDIENCE (Households (000) & %)	8,090 11.1	10.4*		11.8*	9,480 13.0	11.4*		14.6*	17,710 24.3	21.0*		25.7*		26.4*		23.9*
ABC TV SHARE OF AUDIENCE %	25	24 *		26 *	26	24 *		28 *	42	37 *		43 *		45 *		42 *
ABC TV AVG. AUD. BY ¼ HR. %	9.4	11.3	11.8	11.8	10.5	12.3	14.0	15.1	19.0	22.9	25.3	26.2	26.7	26.1	25.1	22.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	16,620 22.8				13,780 18.9		13,340 18.3		15,820 21.7		16,330 22.4		15,890 21.8			
CBS TV program	60 Minutes				Rhoda (R)		On Our Own (R)	(OP)	All In The Family (R)		Alice (R)		Switch			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	12,470 17.1	16.5*		17.7*	11,010 15.1		11,960 16.4		12,980 17.8		14,650 20.1		12,250 16.8	17.1*		16.6*
CBS TV SHARE OF AUDIENCE %	39	38 *		39 *	32		32		32		34		29	29 *		29 *
CBS TV AVG. AUD. BY ¼ HR. %	15.7	17.3	17.8	17.6	14.3	15.9	15.8	17.1	17.1	18.5	19.2	21.0	17.4	16.8	16.5	16.6
NBC TV TOTAL AUDIENCE (Households (000) & %)		14,000 19.2				15,310 21.0				15,970 21.9						
NBC TV program	(3)	Wonderful World of Disney "THE THREE LIVES OF THOMASINA" Pt. I (7:20-8:20PM)(R)(4)				Project U.F.O. (8:20-9:20PM)(R)(4)			(OP)	Big Event "POLICE STORY—DAY OF TERROR, NIGHT OF FEAR" (9:20-11:20PM)(R)						
NBC TV AVERAGE AUDIENCE (Households (000) & %)		8,600 11.8		10.6*		10,420 14.3		13.7*		9,260 12.7		11.4*		12.2*		13.3*
NBC TV SHARE OF AUDIENCE %		26		24 *		27		27 *		22		19 *		20 *		23 *
NBC TV AVG. AUD. BY ¼ HR. %	11.6	9.6	9.9	11.2	14.8	12.3	12.7	14.7	16.8	11.5	11.3	11.5	11.8	12.5	12.9	13.7

WEEK 1

EVE. SUN. AUG. 27, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,710 9.2				12,390 17.0				19,460 26.7							
ABC TV program	Spirit of '78 (7:00-8:00PM)			(5)	How the West Was Won (R)			(OP)	ABC Sunday Night Movie "MURDER AT THE WORLD SERIES" (9:00-11:00PM)(R)							
ABC TV AVERAGE AUDIENCE (Households (000) & %)	4,370 6.0	5.6*		6.3*	8,890 12.2	10.8*		13.6*	13,190 18.1	17.2*		17.9*		18.9*		18.3*
ABC TV SHARE OF AUDIENCE %	13	13 *		14 *	24	22 *		25 *	31	30 *		30 *		32 *		33 *
ABC TV AVG. AUD. BY ¼ HR. %	5.5	5.7	6.3	6.4	10.2	11.3	12.9	14.4	16.8	17.6	17.8	17.9	18.7	19.2	19.0	17.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	18,230 25.0				17,640 24.2				17,200 23.6		17,860 24.5		17,570 24.1			
CBS TV program	60 Minutes				Body Human: Miracle Months (8:00-9:00PM)(R)			(OP)	All In The Family (R)		Alice (R)		Paul Anka in Monte Carlo (10:00-11:00PM)			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	13,630 18.7	18.0*		19.3*	13,920 19.1	18.2*		19.9*	15,090 20.7		16,550 22.7		13,340 18.3	19.5*		17.1*
CBS TV SHARE OF AUDIENCE %	42	42 *		42 *	37	37 *		37 *	36		38		32	33 *		31 *
CBS TV AVG. AUD. BY ¼ HR. %	17.8	18.3	19.0	19.6	17.8	18.6	19.5	20.3	20.0	21.4	22.2	23.2	20.0	18.9	18.1	16.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	14,220 19.5				16,040 22.0				17,860 24.5							
NBC TV program	Wonderful World of Disney "THE THREE LIVES OF THOMASINA" Pt. II (R)				Project U.F.O. (R)			(OP)	Big Event "POLICE STORY: THE BROKEN BADGE" (9:00-11:00PM)(R)							
NBC TV AVERAGE AUDIENCE (Households (000) & %)	10,570 14.5	13.4*		15.7*	11,810 16.2	15.7*		16.8*	11,450 15.7	14.1*		15.1*		16.4*		17.2*
NBC TV SHARE OF AUDIENCE %	33	31 *		34 *	31	32 *		31 *	27	25 *		25 *		28 *		31 *
NBC TV AVG. AUD. BY ¼ HR. %	12.3	14.4	15.3	16.1	15.4	16.1	16.7	16.8	14.1	14.0	14.9	15.3	16.2	16.5	17.3	17.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	42.3	43.4	44.6	45.6	45.9	48.0	50.3	53.2	55.7	56.8	57.8	60.3	59.4	59.0	58.1	55.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	42.0	43.9	45.4	47.0	47.9	50.4	52.8	55.1	55.8	57.9	59.1	60.6	59.7	58.5	57.6	54.3

WEEK 2

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC MINUTE MAGAZINE", (7:58-7:59PM)(SUS.). (3) "NFL PRE-SEASON FOOTBALL", NBC, (4:00-7:20PM), FOR REMAINING RATINGS, SEE OP PAGES(S).
(2) PROMO FILL, ABC, (10:55-11:00PM)(SUS.). (4) FOR REMAINING RATINGS, SEE OP PAGES. (5) "ABC MINUTE MAGAZINE", (7:57-7:58PM)(SUS.).

SUN. 11:00 P.M.—12:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45
WEEK 1 — ABC TV								
TOTAL AUDIENCE (Households (000) & %)	5,030 6.9							
Program	ABC Weekend Report-Sunday							
AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6							
SHARE OF AUDIENCE %	14							
AVG. AUD. BY ¼ HR. %	6.6							
WEEK 1 — CBS TV								
TOTAL AUDIENCE (Households (000) & %)	5,980 8.2							
Program	CBS Sunday News-Bradley							
AVERAGE AUDIENCE (Households (000) & %)	5,900 8.1							
SHARE OF AUDIENCE %	16							
AVG. AUD. BY ¼ HR. %	8.1							
WEEK 1 — NBC TV								
TOTAL AUDIENCE (Households (000) & %)				3,210 4.4				
Program	—Big Event→|			|←NBC Late Night Movie				
AVERAGE AUDIENCE (Households (000) & %)		15.2*		1,530 2.1		2.5*		
SHARE OF AUDIENCE %		30 *		12		10 *		
AVG. AUD. BY ¼ HR. %	16.0	12.7		3.0	2.6	2.4	2.3	
WEEK 2 — ABC TV								
TOTAL AUDIENCE (Households (000) & %)	4,590 6.3							
Program	ABC Weekend Report-Sunday							
AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2							
SHARE OF AUDIENCE %	15							
AVG. AUD. BY ¼ HR. %	6.2							
WEEK 2 — CBS TV								
TOTAL AUDIENCE (Households (000) & %)	5,900 8.1							
Program	CBS Sunday News-Bradley							
AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7							
SHARE OF AUDIENCE %	18							
AVG. AUD. BY ¼ HR. %	7.7							
WEEK 2 — NBC TV								
TOTAL AUDIENCE (Households (000) & %)			4,230 5.8					
Program			←NBC Late Night Movie					
AVERAGE AUDIENCE (Households (000) & %)			2,260 3.1	3.8*		3.2*		
SHARE OF AUDIENCE %			15	14 *		14 *		
AVG. AUD. BY ¼ HR. %			4.0	3.5	3.2	3.2	3.1	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	50.6	42.8	35.9	28.5	24.6	22.5	19.1	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	44.2	37.3	29.8	26.4	23.9	21.9	19.3	

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
WEEK 1 — ABC TV										
WEEK 1 — CBS TV										
TOTAL AUDIENCE (Households (000) & %)	7,360 10.1									
Program	←Late Movie I (1)→|(OP)									
AVERAGE AUDIENCE (Households (000) & %)	4,370 6.0	6.9*		5.6*		5.4*				
SHARE OF AUDIENCE %	22	21 *		21 *		25 *				
AVG. AUD. BY ¼ HR. %	7.3	6.5	6.1	5.4	5.3	5.2	4.9			
WEEK 1 — NBC TV										
TOTAL AUDIENCE (Households (000) & %)	10,640 14.6						2,330 3.2			
Program	Tonight Show (1)→|						←Tomorrow Show (1)(OP)→			
AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2	9.8*		7.6*			1,460 2.0	2.4*		
SHARE OF AUDIENCE %	29	30 *		29 *			15	17 *		
AVG. AUD. BY ¼ HR. %	10.5	9.2	8.4	6.8	6.2	5.6	2.8	1.9	1.4	
WEEK 2 — ABC TV										
WEEK 2 — CBS TV										
TOTAL AUDIENCE (Households (000) & %)	7,580 10.4									
Program	←Late Movie I (1)→|(OP)									
AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2	7.5*		5.9*		5.2*				
SHARE OF AUDIENCE %	24	24 *		23 *		26 *				
AVG. AUD. BY ¼ HR. %	7.9	7.1	6.7	5.7	5.2	5.1	4.6			
WEEK 2 — NBC TV										
TOTAL AUDIENCE (Households (000) & %)	9,190 12.6						2,410 3.3			
Program	Tonight Show (1)→|						←Tomorrow Show (1)(OP)→			
AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6	8.2*		6.0*		5.5*	1,530 2.1	2.3*		
SHARE OF AUDIENCE %	25	26 *		24 *		27 *	16	16 *		
AVG. AUD. BY ¼ HR. %	8.9	7.5	6.5	5.5	4.9	4.9	2.6	2.0	1.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	34.6	30.9	27.6	24.7	21.5	19.1	16.3	13.7	11.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	33.3	30.0	26.8	24.3	20.4	18.2	15.6	13.3	11.7	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 14-18, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,110 2.9				2,840 3.9									
Program		←Good Morning, America	(Co-op)		(Participating)		(Co-op)		(Participating)→							
AVERAGE AUDIENCE (Households (000) & %)			1,680 2.3				2,410 3.3									
SHARE OF AUDIENCE %			23				21									
AVG. AUD. BY ¼ HR. %			2.2	2.5			3.3	3.4								
CBS TV TOTAL AUDIENCE (Households (000) & %)		1,680 2.3			3,350 4.6								4,010 5.5		5,320 7.3	
Program	←CBS Morning News (Co-op)		(Participating)→		←Captain Kangaroo→								New Tic Tac Dough		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %)		1,090 1.5		1.6*	1,970 2.7	2.1*		3.3*					3,350 4.6		4,450 6.1	
SHARE OF AUDIENCE %		17		16 *	19	16 *		21 *					24		29	
AVG. AUD. BY ¼ HR. %		1.4	1.5	1.6	1.9	2.4	3.0	3.7					4.2	4.9	6.0	6.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,350 4.6				3,430 4.7						3,650 5.0		3,860 5.3	
Program	←Today Show	(Co-op)		(Participating)		(Co-op)		(Participating)→					Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %)			2,770 3.8				2,700 3.7						2,990 4.1		3,210 4.4	
SHARE OF AUDIENCE %			32				27						21		21	
AVG. AUD. BY ¼ HR. %			3.9	3.8			3.5	3.9					3.8	4.3	4.4	4.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,260 3.1				3,060 4.2									
Program	←Good Morning, America	(Co-op)		(Participating)		(Co-op)		(Participating)→							Special (OP)	
AVERAGE AUDIENCE (Households (000) & %)			1,680 2.3				2,410 3.3									
SHARE OF AUDIENCE %			23				20									
AVG. AUD. BY ¼ HR. %			2.2	2.4			3.2	3.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,110 2.9			3,350 4.6								3,720 5.1		5,540 7.6	
Program	←CBS Morning News (Co-op)		(Participating)→		←Captain Kangaroo→								New Tic Tac Dough (2)		Price is Right 1 M-TH (2)	
AVERAGE AUDIENCE (Households (000) & %)		1,240 1.7		1.7*	1,970 2.7	2.2*		3.2*					3,060 4.2		4,740 6.5	
SHARE OF AUDIENCE %		18		17 *	18	16 *		20 *					22		32	
AVG. AUD. BY ¼ HR. %		1.7	1.6	1.8	2.0	2.5	3.0	3.3					3.9	4.5	6.3	6.6
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,500 4.8				3,500 4.8						3,720 5.1		3,650 5.0	
Program	←Today Show	(Co-op)		(Participating)		(Co-op)		(Participating)→					Card Sharks		Hollywood Squares M-TH (1)(3)	
AVERAGE AUDIENCE (Households (000) & %)			2,920 4.0				2,840 3.9						2,990 4.1		3,130 4.3	
SHARE OF AUDIENCE %			34				27						22		21	
AVG. AUD. BY ¼ HR. %			4.0	4.1			3.8	4.0					3.8	4.4	4.2	4.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	4.5	5.9	7.4	8.4	10.1	11.6	13.0	14.5	15.5	17.3	18.2	18.7	18.9	20.4	20.8	22.1
WK 2	5.0	6.3	7.3	8.6	10.5	12.4	13.6	14.9	16.2	17.8	18.3	18.7	19.0	20.5	20.9	21.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "CBS NEWS SPECIAL REPORT", CBS, FRI., (10:26-11:00AM)(SUS.).
(3) "NBC NEWS SPECIAL", NBC, FRI., (10:30-11:00AM)(SUS.).

DAY MON.-FRI. AUG. 21-25, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 14-18, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45 / 3:00
ABC TV – TOTAL AUDIENCE (Households (000))	7,580		7,870		5,180		6,780		9,330				7,870			
TOTAL AUDIENCE (%)	10.4		10.8		7.1		9.3		12.8				10.8			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000))	6,560		6,710		4,300		5,830		7,070				5,900			
AVERAGE AUDIENCE (%)	9.0		9.2		5.9		8.0		9.7	9.8*		9.6*	8.1	7.8*		8.5*
SHARE OF AUDIENCE %	39		37		23		32		37	39 *		36 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %	8.4	9.5	8.8	9.4	5.7	6.2	7.8	8.1	9.7	9.9	9.8	9.5	7.8	7.8	8.5	8.6
CBS TV – TOTAL AUDIENCE (Households (000))	5,250		5,610		6,710		6,420				7,870				7,140	
TOTAL AUDIENCE (%)	7.2		7.7		9.2		8.8				10.8				9.8	
Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				← As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000))	4,520		4,670		6,050		5,610				5,900				5,540	
AVERAGE AUDIENCE (%)	6.2		6.4		8.3		7.7				8.1	7.9*		8.2*	7.6	7.6*
SHARE OF AUDIENCE %	27		26		32		31				30	30 *		31 *	27	28 *
AVG. AUD. BY ¼ HR. %	6.1	6.3	6.2	6.7	8.1	8.5	7.8	7.6			7.7	8.1	8.3	8.1	7.5	7.6
NBC TV – TOTAL AUDIENCE (Households (000))	4,080		5,030		4,230				2,110		6,120				4,670	
TOTAL AUDIENCE (%)	5.6		6.9		5.8				2.9		8.4				6.4	
Program	New High Rollers		Wheel of Fortune (2)		← America Alive (2)			→	For Richer, For Poorer MTUWF (3)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,570		4,450		2,190				1,820		4,450				4,160	
AVERAGE AUDIENCE (%)	4.9		6.1		3.0	3.4*		2.7*	2.5		6.1	5.8*		6.5*	5.7	
SHARE OF AUDIENCE %	21		25		12	13 *		11 *	10		23	22 *		24 *	21	
AVG. AUD. BY ¼ HR. %	4.8	5.0	6.1	6.1	3.6	3.2	2.5	2.9	2.5	2.5	5.6	6.0	6.4	6.5	5.7	5.8

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45 / 3:00
ABC TV – TOTAL AUDIENCE (Households (000))	7,730		8,240		5,760		7,220		9,550				8,160			
TOTAL AUDIENCE (%)	10.6		11.3		7.9		9.9		13.1				11.2			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000))	6,490		7,070		4,810		6,120		7,290				6,420			
AVERAGE AUDIENCE (%)	8.9		9.7		6.6		8.4		10.0	10.1*		10.0*	8.8	8.7*		8.8*
SHARE OF AUDIENCE %	38		39		26		33		38	39 *		37 *	32	32 *		32 *
AVG. AUD. BY ¼ HR. %	8.2	9.6	9.5	9.9	6.6	6.7	8.2	8.6	10.0	10.3	10.0	9.9	8.8	8.6	8.8	8.8
CBS TV – TOTAL AUDIENCE (Households (000))	4,810		4,670		6,050		5,540				7,220				6,780	
TOTAL AUDIENCE (%)	6.6		6.4		8.3		7.6				9.9				9.3	
Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				← As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000))	4,010		3,940		5,390		4,880				5,390				5,250	
AVERAGE AUDIENCE (%)	5.5		5.4		7.4		6.7				7.4	7.1*		7.6*	7.2	7.3*
SHARE OF AUDIENCE %	24		22		29		26				27	26 *		28 *	26	27 *
AVG. AUD. BY ¼ HR. %	5.4	5.6	5.3	5.6	7.1	7.6	6.7	6.8			6.9	7.3	7.6	7.6	7.3	7.3
NBC TV – TOTAL AUDIENCE (Households (000))	4,300		5,610		4,670				2,260		6,050				4,450	
TOTAL AUDIENCE (%)	5.9		7.7		6.4				3.1		8.3				6.1	
Program	New High Rollers		Wheel of Fortune (2)		← America Alive (2)			→	For Richer, For Poorer		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,790		4,810		2,700				1,900		4,520				4,080	
AVERAGE AUDIENCE (%)	5.2		6.6		3.7	4.1*		3.3*	2.6		6.2	5.9*		6.5*	5.6	
SHARE OF AUDIENCE %	22		27		14	16 *		13 *	10		23	22 *		24 *	21	
AVG. AUD. BY ¼ HR. %	4.9	5.4	6.5	6.8	4.2	4.1	3.2	3.4	2.6	2.5	5.6	6.2	6.4	6.6	5.7	5.6

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	23.1	24.3	24.3	25.1	25.5	25.7	24.8	25.2	25.2	25.8	26.3	26.5	26.3	26.6	26.9	27.8
WK 2	22.7	24.5	24.6	25.1	25.3	26.1	25.6	26.3	25.9	26.4	26.4	27.0	27.1	27.4	27.5	27.9

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).
(3) LOCAL FILL, NBC, THU., (1:00-1:30PM) NETWORK PREEMPTION.

DAY MON.-FRI. AUG. 21-25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 14-18, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	8,020 11.0				5,250 7.2										6,780 9.3	
Program	←General Hospital→				Edge of Night MTUWF (1)										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000) & %)	6,120 8.4	8.2*		8.6*	4,590 6.3										5,690 7.8	
SHARE OF AUDIENCE %	29	29 *		29 *	22										20	
AVG. AUD. BY ¼ HR. %	8.1	8.3	8.7	8.6	6.2	6.4									7.6	7.9
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			6,630 9.1		4,880 6.7										9,330 12.8	
Program	Guiding Light→		All In The Family		Match Game '78 MTUWF (2)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		7.6*	5,610 7.7		4,230 5.8										8,020 11.0	
SHARE OF AUDIENCE %		27 *	26		20										28	
AVG. AUD. BY ¼ HR. %	7.6	7.5	7.3	8.1	5.7	6.0									10.9	11.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,710 9.2														8,530 11.7	
Program	←Another World (3)→				(2)										NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2	6.8*		7.6*											7,360 10.1	
SHARE OF AUDIENCE %	25	24 *		26 *											26	
AVG. AUD. BY ¼ HR. %	6.5	7.0	7.6	7.5											9.9	10.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	7,950 10.9				5,030 6.9										6,490 8.9	
Program	←General Hospital→				Edge of Night										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7	8.5*		8.9*	4,520 6.2										5,610 7.7	
SHARE OF AUDIENCE %	30	30 *		30 *	21										19	
AVG. AUD. BY ¼ HR. %	8.4	8.5	8.9	9.0	6.1	6.2									7.5	7.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			6,930 9.5		5,180 7.1										9,190 12.6	
Program	Guiding Light→		All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		7.0*	5,760 7.9		4,520 6.2										7,870 10.8	
SHARE OF AUDIENCE %		25 *	27		21										27	
AVG. AUD. BY ¼ HR. %	7.0	7.0	7.4	8.3	5.9	6.4									10.7	10.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6														8,750 12.0	
Program	←Another World (3)→														NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	4,880 6.7	6.4*		7.1*											7,580 10.4	
SHARE OF AUDIENCE %	24	23 *		24 *											26	
AVG. AUD. BY ¼ HR. %	6.2	6.7	7.1	7.0											10.4	10.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	28.5	29.1	29.2	29.8	28.7	29.2	29.3	30.8	31.4	33.0	34.3	36.1	37.6	39.0	39.4	40.0
WK 2	27.4	28.3	28.6	29.3	28.6	29.7	29.5	30.9	32.4	33.8	34.9	36.9	38.6	39.6	39.8	40.7

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "CARTER PRESS CONFERENCE", ABC, THU., (4:00-4:35PM)(SUS.). (3) "NBC NEWS UPDATE", (SUS.).
(2) "CARTER PRESS CONFERENCE", CBS, NBC, THU., (4:00-4:34PM)(SUS.).

DAY MON.-FRI. AUG. 21-25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,330 3.2		3,130 4.3		4,810 6.6		5,830 8.0		6,120 8.4		6,780 9.3	
Program					Dynomutt Dog Wonder (OP)		All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III	
AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,550 3.5		3,860 5.3		4,370 6.0		5,030 6.9		5,900 8.1	
SHARE OF AUDIENCE %					27		28		32		31		32		36	
AVG. AUD. BY ¼ HR. %					2.3	2.6	3.1	3.8	5.2	5.5	5.6	6.4	6.9	6.8	8.0	8.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					2,410 3.3		3,280 4.5		5,470 7.5		7,220 9.9		7,510 10.3		5,180 7.1	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,550 3.5		4,230 5.8		5,900 8.1		6,050 8.3		4,590 6.3	
SHARE OF AUDIENCE %					26		27		32		39		38		28	
AVG. AUD. BY ¼ HR. %					2.1	2.7	3.3	3.6	4.8	6.8	8.0	8.2	8.2	8.5	6.3	6.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,900 2.6		2,920 4.0		3,650 5.0		4,370 6.0		4,080 5.6		4,590 6.3	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000) & %)					1,530 2.1		2,260 3.1		3,130 4.3		3,500 4.8		3,350 4.6		3,720 5.1	
SHARE OF AUDIENCE %					24		25		26		24		21		23	
AVG. AUD. BY ¼ HR. %					1.8	2.3	2.9	3.4	4.1	4.5	4.9	4.7	4.5	4.7	5.0	5.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,040 2.8		4,010 5.5		5,180 7.1		4,450 6.1		5,250 7.2		4,960 6.8	
Program					Dynomutt Dog Wonder (OP) (S)(OP)		All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III	
AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		3,060 4.2		4,300 5.9		3,790 5.2		4,230 5.8		4,080 5.6	
SHARE OF AUDIENCE %					27		34		35		27		27		27	
AVG. AUD. BY ¼ HR. %					2.0	2.4	3.6	4.8	6.0	5.8	5.0	5.4	6.1	5.5	5.9	5.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					3,130 4.3		3,790 5.2		5,100 7.0		7,140 9.8		7,580 10.4		5,830 8.0	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,110 2.9		3,060 4.2		4,080 5.6		5,900 8.1		5,980 8.2		4,740 6.5	
SHARE OF AUDIENCE %					30		32		31		40		37		31	
AVG. AUD. BY ¼ HR. %					2.6	3.3	3.8	4.6	4.9	6.3	7.9	8.2	8.7	7.7	7.0	6.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,460 2.0		1,680 2.3		3,130 4.3		4,080 5.6		4,590 6.3		4,370 6.0	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000) & %)					800 1.1		1,310 1.8		2,480 3.4		3,280 4.5		3,720 5.1		3,650 5.0	
SHARE OF AUDIENCE %					13		15		20		23		24		24	
AVG. AUD. BY ¼ HR. %					.8	1.5	1.5	2.0	3.2	3.6	4.3	4.7	5.0	5.2	4.8	5.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	4.4	5.1	6.0	6.9	8.6	10.0	12.5	14.0	16.7	19.1	20.4	21.4	22.0	22.1	22.0	22.9
WK 2	3.6	4.4	5.2	6.4	8.7	10.5	12.1	14.6	17.0	18.9	20.3	20.7	22.0	22.3	21.2	20.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) NBC'S HALL OF FAME (SUS)

DAY SAT. AUG. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978 (WEEK 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV – TOTAL AUDIENCE (Households (000) & %)	7,580 10.4		5,760 7.9		5,030 6.9		6,710 9.2									
ABC TV – Program	Scooby's All-Star Laff-A-Lympics IV (OP)		Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		← American Bandstand '78 →									
ABC TV – AVERAGE AUDIENCE (Households (000) & %)	6,050 8.3		5,030 6.9		4,300 5.9		4,450 6.1	5.8*		6.4*						
ABC TV – SHARE OF AUDIENCE %	38		33		28		27	26 *		28 *						
ABC TV – AVG. AUD. BY ¼ HR. %	9.1	7.5	7.0	6.7	6.1	5.7	5.4	6.1	6.5	6.2						
CBS TV – TOTAL AUDIENCE (Households (000) & %)	6,050 8.3		4,960 6.8		4,810 6.6		5,030 6.9		3,790 5.2		4,300 5.9					
CBS TV – Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "CHIP"					
CBS TV – AVERAGE AUDIENCE (Households (000) & %)	5,100 7.0		3,860 5.3		4,010 5.5		4,160 5.7		3,280 4.5		3,210 4.4					
CBS TV – SHARE OF AUDIENCE %	31		24		25		25		20		18					
CBS TV – AVG. AUD. BY ¼ HR. %	6.6	7.5	5.7	4.8	5.4	5.6	5.9	5.5	4.1	4.8	4.4	4.5				
NBC TV – TOTAL AUDIENCE (Households (000) & %)	3,570 4.9		4,880 6.7		3,650 5.0		2,920 4.0						4,230 5.8	13,710 18.8		
NBC TV – Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(2)	← NBC Major League Baseball "CINCINNATI VS. CHICAGO CUBS" & "LOS ANGELES VS. NEW YORK METS" (2:15-6:00PM)		
NBC TV – AVERAGE AUDIENCE (Households (000) & %)	2,840 3.9		3,720 5.1		2,920 4.0		2,620 3.6						4,010 5.5	6,270 8.6		7.8*
NBC TV – SHARE OF AUDIENCE %	18		25		19		16						25	32		31 *
NBC TV – AVG. AUD. BY ¼ HR. %	3.9	4.0	4.6	5.5	3.9	4.1	3.4	3.8					5.5	6.2	7.7	7.8

DAY SAT. AUG. 26, 1978 (WEEK 2)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV – TOTAL AUDIENCE (Households (000) & %)	5,390 7.4		4,370 6.0		4,450 6.1		5,830 8.0			5,320 7.3						
ABC TV – Program	Scooby's All-Star Laff-A-Lympics IV (OP)		Krofft Supershow '78-I		Krofft Supershow '78-II (3)		← American Bandstand '78 → (3)(4)			ABC Special Report: Pope (1:18-1:47PM)						
ABC TV – AVERAGE AUDIENCE (Households (000) & %)	4,160 5.7		3,350 4.6		3,860 5.3		3,650 5.0	4.5*		4,080 5.6						
ABC TV – SHARE OF AUDIENCE %	27		22		24		22	20 *		23						
ABC TV – AVG. AUD. BY ¼ HR. %	6.3	5.0	5.0	4.3	5.3	5.3	4.4	4.6	5.8	5.9	5.5	5.2				
CBS TV – TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		5,390 7.4		4,960 6.8		5,540 7.6		3,650 5.0		2,770 3.8					
CBS TV – Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (5)		CBS Saturday Film Festival (OP) "GERONIMO JONES" (5)					
CBS TV – AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		4,450 6.1		4,080 5.6		4,590 6.3		3,500 4.8		2,550 3.5					
CBS TV – SHARE OF AUDIENCE %	33		29		26		28		21		15					
CBS TV – AVG. AUD. BY ¼ HR. %	6.6	7.3	6.0	6.1	5.5	5.6	6.3	6.3	4.8	4.7	3.5	3.4				
NBC TV – TOTAL AUDIENCE (Households (000) & %)	3,650 5.0		3,790 5.2		3,720 5.1		2,840 3.9						3,500 4.8	11,450 15.7		
NBC TV – Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)			NBC News Special Report: Pope (1:18-1:54PM)(SUS.)			(2)	← NBC Major League Baseball "CHICAGO CUBS VS. CINCINNATI" (2:15-5:00PM)		
NBC TV – AVERAGE AUDIENCE (Households (000) & %)	3,060 4.2		2,700 3.7		3,210 4.4		2,190 3.0						3,350 4.6	5,470 7.5		6.8*
NBC TV – SHARE OF AUDIENCE %	20		17		20		13						19	29		27 *
NBC TV – AVG. AUD. BY ¼ HR. %	4.3	4.1	3.3	4.0	4.3	4.5	3.1	3.0					4.6	5.5	6.6	7.0

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	22.7	22.6	22.1	21.9	21.2	22.1	22.4	22.8	22.3	23.1	23.6	24.0	23.1	24.3	25.7	25.4
WK 2	20.8	21.3	20.7	21.4	21.5	22.3	22.3	22.7	22.8	23.6	23.7	23.2	23.2	24.6	24.9	25.8

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).
(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).
(3) "ABC SPECIAL REPORT-POPE", ABC, (12:24-12:30PM)(12:52-12:53PM)(SUS.).
(4) FOR REMAINING RATINGS, SEE OP PAGES.
(5) "CBS NEWS SPECIAL REPORT", CBS, (1:18-1:44PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))									9,910						3,280	
ABC TV TOTAL AUDIENCE (%)									13.6						4.5	
ABC TV Program									ABC Wide World of Sports						ABC World News Tonight-Saturday	
ABC TV AVERAGE AUDIENCE (Households (000))									5,030						2,620	
ABC TV AVERAGE AUDIENCE (%)									6.9	6.1*		6.7*		7.8*	3.6	
ABC TV SHARE OF AUDIENCE %									22	20 *		21 *		24 *	11	
ABC TV AVG. AUD. BY ¼ HR. %									6.0	6.3	6.8	6.6	7.7	7.8	3.5	3.8
CBS TV TOTAL AUDIENCE (Households (000))					3,790				5,830						5,540	
CBS TV TOTAL AUDIENCE (%)					5.2				8.0						7.6	
CBS TV Program					Westchester Classic (4:00-5:00PM)				CBS Sports Spectacular						CBS Saturday News with Bob Schieffer	
CBS TV AVERAGE AUDIENCE (Households (000))					2,550				3,650						4,740	
CBS TV AVERAGE AUDIENCE (%)					3.5	3.2*		3.7*	5.0	4.5*		5.5*			6.5	
CBS TV SHARE OF AUDIENCE %					13	12 *		13 *	16	15 *		18 *			19	
CBS TV AVG. AUD. BY ¼ HR. %					3.4	3.1	3.5	3.9	4.2	4.8	5.1	5.8			6.2	6.8
NBC TV TOTAL AUDIENCE (Households (000))															5,320	
NBC TV TOTAL AUDIENCE (%)															7.3	
NBC TV Program	NBC Major League Baseball "CINCINNATI VS. CHICAGO CUBS" & "LOS ANGELES VS. NEW YORK METS" (2:15-6:00PM)														NBC Nightly News-Sat.	
NBC TV AVERAGE AUDIENCE (Households (000))															4,520	
NBC TV AVERAGE AUDIENCE (%)		8.5*		8.5*		8.6*		9.1*		10.0*		8.7*			6.2	
NBC TV SHARE OF AUDIENCE %		34 *		33 *		33 *		33 *		34 *		29 *			18	
NBC TV AVG. AUD. BY ¼ HR. %	8.5	8.4	8.8	8.2	8.3	8.8	9.1	9.0	9.6	10.3	9.6	7.9			6.0	6.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))			4,300						9,040						4,230	
ABC TV TOTAL AUDIENCE (%)			5.9						12.4						5.8	
ABC TV Program			Colgate Hall of Fame (3:30-5:00PM)						ABC Wide World of Sports						Selection of a Pope (6:30-7:01PM)	
ABC TV AVERAGE AUDIENCE (Households (000))			1,970						4,670						3,280	
ABC TV AVERAGE AUDIENCE (%)			2.7	2.3*		2.6*		3.3*	6.4	5.9*		6.5*		6.9*	4.5	4.4*
ABC TV SHARE OF AUDIENCE %			10	9 *		10 *		13 *	22	21 *		23 *		21 *	13	12 *
ABC TV AVG. AUD. BY ¼ HR. %			2.4	2.2	2.5	2.6	3.1	3.5	5.8	6.1	6.5	6.5	6.7	7.1	4.2	4.6
CBS TV TOTAL AUDIENCE (Households (000))							7,510								6,420	
CBS TV TOTAL AUDIENCE (%)							10.3								8.8	
CBS TV Program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
CBS TV AVERAGE AUDIENCE (Households (000))							3,860								5,760	
CBS TV AVERAGE AUDIENCE (%)							5.3	4.7*		5.9*		5.5*			7.9	
CBS TV SHARE OF AUDIENCE %							20	18 *		22 *		20 *			22	
CBS TV AVG. AUD. BY ¼ HR. %							4.7	4.7	5.6	6.1	5.7	5.2			7.9	8.0
NBC TV TOTAL AUDIENCE (Households (000))															5,180	
NBC TV TOTAL AUDIENCE (%)															7.1	
NBC TV Program	NBC Major League Baseball "CHICAGO CUBS VS. CINCINNATI" (2:15-5:00PM)														NBC Nightly News-Sat.	
NBC TV AVERAGE AUDIENCE (Households (000))															4,520	
NBC TV AVERAGE AUDIENCE (%)		7.6*		8.3*		8.5*		7.0*							6.2	
NBC TV SHARE OF AUDIENCE %		28 *		31 *		32 *		27 *							18	
NBC TV AVG. AUD. BY ¼ HR. %	7.5	7.7	8.0	8.6	8.7	8.3	7.6	6.4							6.0	6.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	25.8	26.2	26.7	26.4	27.0	27.6	28.6	28.9	30.0	30.8	31.4	31.2	32.5	33.5	33.5	34.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	26.0	27.2	27.3	28.0	28.1	28.1	27.6	27.1	27.6	27.5	27.7	28.5	31.4	33.1	34.7	36.5

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SAT. AUG. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

Week	Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,330 3.2	
		Program															Jabberjaw (OP)	
		AVERAGE AUDIENCE (Households (000) & %)															1,820 2.5	
		SHARE OF AUDIENCE %															16	
		AVG. AUD. BY ¼ HR. %															2.2	2.8
	CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,090 1.5		1,390 1.9					
		Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)	
		AVERAGE AUDIENCE (Households (000) & %)									800 1.1		1,240 1.7					
		SHARE OF AUDIENCE %									10		13					
		AVG. AUD. BY ¼ HR. %									.9	1.3	1.6	1.8				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)															1,600 2.2	
		Program															Jabberjaw (OP)	
		AVERAGE AUDIENCE (Households (000) & %)															1,310 1.8	
		SHARE OF AUDIENCE %															11	
		AVG. AUD. BY ¼ HR. %															1.5	2.0
	CBS TV	TOTAL AUDIENCE (Households (000) & %)									950 1.3		1,530 2.1					
		Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)	
		AVERAGE AUDIENCE (Households (000) & %)									730 1.0		1,170 1.6					
		SHARE OF AUDIENCE %									8		11					
		AVG. AUD. BY ¼ HR. %									.8	1.1	1.6	1.7				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	2.7	3.0	3.6	4.1	4.7	5.9	7.1	8.6	10.4	12.2	12.9	13.6	14.3	15.2	15.5	16.1
		WK 2	2.6	2.7	3.0	4.0	5.7	7.1	8.3	10.3	12.0	12.9	14.6	15.9	16.1	16.6	16.4	17.5

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. AUG. 27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,480 3.4		2,700 3.7		2,260 3.1											
ABC TV program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000) & %)	2,040 2.8		2,110 2.9		1,600 2.2											
SHARE OF AUDIENCE %	17		17		11											
AVG. AUD. BY ¼ HR. %	2.8	2.9	2.9	2.9	2.3	2.2										
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,410 3.3										6,560 9.0			
CBS TV program	Camera Three (SUS.)		Face the Nation										← USAC Milwaukee 200 (2:00-4:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)			1,900 2.6										2,840 3.9	4.1*		3.8*
SHARE OF AUDIENCE %			16										16	18 *		15 *
AVG. AUD. BY ¼ HR. %			2.6	2.5									4.2	3.9	3.7	3.8
NBC TV TOTAL AUDIENCE (Households (000) & %)							1,970 2.7								6,050 8.3	
NBC TV program							Meet the Press								← Sportsworld →	
AVERAGE AUDIENCE (Households (000) & %)							1,600 2.2								3,060 4.2	3.8*
SHARE OF AUDIENCE %							12								16	15 *
AVG. AUD. BY ¼ HR. %							2.2	2.3							3.9	3.7

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,840 3.9		2,990 4.1		1,970 2.7										5,180 7.1	
ABC TV program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)								← RFK Pro-Celebrity Tennis (2:30-4:00PM) →	
AVERAGE AUDIENCE (Households (000) & %)	2,330 3.2		2,330 3.2		1,600 2.2										2,260 3.1	2.9*
SHARE OF AUDIENCE %	17		16		11										10	10 *
AVG. AUD. BY ¼ HR. %	3.0	3.4	3.2	3.2	2.5	1.9									3.0	2.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,110 2.9								4,450 6.1	16,040 22.0				
CBS TV program	Camera Three (SUS.)		Face the Nation								(1)	← NFL Pre-Season Football "CLEVELAND VS. NEW ENGLAND" (1:45-4:47PM) →				
AVERAGE AUDIENCE (Households (000) & %)			1,600 2.2								4,300 5.9	8,090 11.1		9.7*		11.3*
SHARE OF AUDIENCE %			11								26	37		36 *		38 *
AVG. AUD. BY ¼ HR. %			2.3	2.2							5.9	7.1	8.9	10.4	11.3	11.2
NBC TV TOTAL AUDIENCE (Households (000) & %)							3,430 4.7									
NBC TV program							Meet the Press		← Religious Series (SUS.) →							
AVERAGE AUDIENCE (Households (000) & %)							2,840 3.9									
SHARE OF AUDIENCE %							21									
AVG. AUD. BY ¼ HR. %							4.1	3.7								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	16.4	16.6	15.7	17.4	18.8	19.7	20.1	21.0	21.2	22.3	22.6	23.5	23.7	24.9	25.7	26.5
WK 2	18.2	18.6	19.4	19.8	18.8	19.6	20.3	21.3	22.8	24.2	24.8	25.6	26.5	28.2	29.3	29.3

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NFL PRE-SEASON PRE GAME', CBS, (1:30-1:45PM)(S).

DAY SUN. AUG. 27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							3,790 5.2									
Program							USGA Junior Amateur Golf Championships (4:30-5:00PM)									
AVERAGE AUDIENCE (Households (000) & %)							3,060 4.2									
SHARE OF AUDIENCE %							13									
AVG. AUD. BY ¼ HR. %							4.3	4.0								

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					7,070 9.7										5,760 7.9	
Program	USAC Milwaukee 200 (2:00-4:00PM)				Westchester Classic (4:00-6:00PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %)		3.7*		4.0*	3,500 4.8	4.4*		4.6*		4.9*		5.2*			4,810 6.6	
SHARE OF AUDIENCE %		15 *		15 *	15	15 *		15 *		16 *		16 *			17	
AVG. AUD. BY ¼ HR. %	3.8	3.6	3.7	4.3	4.5	4.4	4.4	4.8	5.1	4.8	5.3	5.0			6.2	7.0

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					18,010 24.7											
Program	Sportsworld				NFL Pre-Season Football "OAKLAND VS. SAN FRANCISCO" (4:00-7:20PM)											
AVERAGE AUDIENCE (Households (000) & %)		4.0*		4.7*	7,950 10.9	8.9*		10.5*		11.3*		10.7*		12.1*		11.7*
SHARE OF AUDIENCE %		16 *		18 *	32	30 *		34 *		36 *		32 *		34 *		30 *
AVG. AUD. BY ¼ HR. %	4.0	4.0	4.5	4.9	8.3	9.4	10.4	10.6	11.3	11.2	10.4	10.9	12.2	12.0	11.7	11.7

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					7,440 10.2											
Program	RFK Pro-Celebrity Tennis (2:30-4:00PM)				Colgate Hall of Fame (4:00-6:00PM)											
AVERAGE AUDIENCE (Households (000) & %)		2.8*		3.8*	3,430 4.7	3.8*		4.0*		5.3*		5.6*				
SHARE OF AUDIENCE %		9 *		12 *	14	12 *		12 *		16 *		17 *				
AVG. AUD. BY ¼ HR. %	2.5	3.0	3.6	4.0	3.9	3.8	4.0	4.0	5.1	5.5	5.8	5.4				

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)								7,000 9.6	9,480 13.0						8,090 11.1	
Program	NFL Pre-Season Football "CLEVELAND VS. NEW ENGLAND" (1:45-4:47PM)(1)							(2)	1978 NFL Perspective (5:00-6:00PM)						CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %)		11.8*		12.0*		12.2*		6,930 9.5	6,420 8.8	8.3*		9.3*			6,850 9.4	
SHARE OF AUDIENCE %		40 *		39 *		37 *		28	26	25 *		28 *			24	
AVG. AUD. BY ¼ HR. %	11.7	11.9	11.6	12.3	12.3	12.0	11.8	9.5	8.3	8.3	9.0	9.5			9.1	9.6

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					7,870 10.8										6,050 8.3	
Program					Sportsworld										NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000) & %)					4,300 5.9	4.9*		5.9*		6.8*					4,880 6.7	
SHARE OF AUDIENCE %					18	15 *		18 *		20 *					17	
AVG. AUD. BY ¼ HR. %					4.6	5.2	5.4	6.4	6.8	6.8					6.6	6.8

TV HOUSEHOLDS USING TV (See Def. 1)

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	26.4	26.3	27.0	28.2	29.0	31.1	32.2	32.2	32.7	33.6	34.8	34.9	36.5	37.1	38.6	40.6
WK 2	29.3	29.8	31.0	32.7	33.6	34.2	34.8	35.2	35.2	35.1	34.8	35.3	35.2	36.5	39.2	39.6

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "NFL PRE-SEASON POST GAME", CBS, (4:47-5:00PM)(S).

DAY SUN. AUG. 27, 1978

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 8.00-10.52PM ABC MONDAY NIGHT BASEBALL	10.45	FOR RTGS SEE PAGE	A-2		13.8*	25*	12.6						
ABC 10.51-10.52PM ABC NEWSBRIEF-MON(B)	10.45	4,230	5.8	4,230	5.8	11	5.8						
ABC 10.52-11.19PM ABC MONDAY NIGHT BSBL(B)	11.00	FOR RTGS SEE PAGE	A-2				5.4						
	11.15						5.6						
ABC 11.30-12.04AM SOAP-MON	11.30	6,850	9.4	6,050	8.3	27	8.3	8,310	11.4	6,200	8.5	31	8.9
11.30-12.35AM	11.45				8.3*	27*	8.3				9.0*	29*	9.1
	12.00						8.0						8.4
	12.15										8.3*	33*	8.3
	12.30												6.9
ABC 12.04- 1.06AM POLICE STORY-MON	12.00	6,630	9.1	5,100	7.0	33	7.9						
12.35- 1.14AM	12.15				7.6*	31*	7.4						
	12.30						7.0	5,250	7.2	4,080	5.6	31	6.0
	12.45				6.8*	35*	6.6				5.8*	31*	5.6
	1.00						5.7						5.2
EVENING TUESDAY													
ABC 11.30-12.04AM SOAP-TUE	11.30	7,650	10.5	6,630	9.1	29	9.5	9,330	12.8	7,440	10.2	36	10.5
11.30-12.34AM	11.45				9.3*	29*	9.2				10.5*	34*	10.6
	12.00						7.8						10.3
	12.15										10.2*	40*	10.1
	12.30												7.8
ABC 12.04- 1.05AM TUESDAY MOVIE OF THE WEEK	12.00	6,630	9.1	4,080	5.6	24	6.3						
12.34- 1.38AM	12.15				5.8*	23*	5.4						
	12.30						5.4	4,740	6.5	3,430	4.7	29	5.4
	12.45				5.4*	25*	5.3				5.2*	27*	5.0
	1.00						5.7						4.7
	1.15										4.5*	31*	4.2
	1.30												4.2
EVENING WEDNESDAY													
ABC 11.30-12.31AM POLICE STORY-WED	11.30	7,730	10.6	5,390	7.4	27	8.4	7,510	10.3	5,320	7.3	29	8.2
11.30-12.38AM	11.45				8.1*	27*	7.7				7.9*	27*	7.6
	12.00						7.0						7.2
	12.15				6.8*	28*	6.7				7.1*	30*	7.0
	12.30						6.2						5.8
ABC 12.34- 1.38AM WED. MYSTERY OF THE WEEK	12.30	3,790	5.2	2,330	3.2	21	3.8						
	12.45				3.5*	19*	3.2						
	1.00						3.2						
	1.15				3.0*	23*	2.8						
	1.30						2.9						
ABC 12.38- 1.19AM LEGEND OF THE BLACK HAND(S)	12.30							2,840	3.9	2,110	2.9	20	3.7
	12.45										3.2*	20*	3.0
	1.00												2.7
	1.15												2.4
EVENING THURSDAY													
ABC 11.30-12.38AM STARSKY AND HUTCH-11:30	11.30	7,870	10.8	5,540	7.6	27	7.8	8,020	11.0	5,540	7.6	28	7.7

CONT'D

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
ABC 11.30-12.38AM STARSKY AND HUTCH-11:30-CONT'D	11.45				7.6*	23*	7.4				7.8*	24*	7.9
	12.00						7.7						7.8
	12.15				8.0*	32*	8.3				7.8*	32*	7.7
	12.30						6.5						6.3
ABC 12.38- 1.19AM LEGEND OF THE BLACK HAND / 12.37- 1.19AM	12.30	3,650	5.0	2,700	3.7	23	4.4	3,210	4.4	2,700	3.7	22	4.4
	12.45				3.9*	22*	3.6				4.0*	22*	3.8
	1.00						3.4						3.3
	1.15						3.3						3.2
EVENING FRIDAY													
ABC 9.00-12.27AM NFL PRE-SEASON FTBL-ABC(S)	11.00	FOR RTGS SEE PAGE A-10					13.9						
	11.15				13.3*	28*	12.7						
	11.30						12.6						
	11.45				12.5*	31*	12.3						
	12.00						11.4						
	12.15				11.0*	31*	10.5						
ABC 9.00-12.10AM NFL PRE-SEASON FTBL-ABC(S)	11.00							FOR RTGS SEE PAGE A-11					12.7
	11.15										12.7*	27*	12.7

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
	11.30												13.0
	11.45										12.7*	32*	12.5
	12.00												11.0
ABC 12.41- 1.46AM BARETTA-11:30PM	12.30							5,030	6.9	3,430	4.7	25	5.2
	12.45												5.1
	1.00												4.8
	1.15										4.7*	26*	4.6
	1.30												4.3
	1.45												3.6
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	6,420	8.8	3,350	4.6	32	5.9	4,670	6.4	2,190	3.0	24	3.7
	1.15				5.6*	31*	5.4				3.6*	23*	3.5
	1.30						5.0						3.5
	1.45				4.9*	33*	4.8				3.3*	27*	3.2
	2.00						3.6						2.5
	2.15				3.3*	30*	3.0				2.1*	24*	1.8
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	14,360	19.7	14,360	19.7	40	19.7	12,320	16.9	12,320	16.9	34	16.9
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	5,980	8.2	5,610	7.7	18	7.7	5,100	7.0	4,880	6.7	15	6.7
CBS 8.58- 8.59PM NEWSBREAK-SAT. / 8.57- 8.59PM	8.45	6,340	8.7	6,340	8.7	19	8.7	6,490	8.9	5,830	8.0	18	8.0
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	8,310	11.4	8,310	11.4	25	11.4						
NBC 9.00-12.21AM NFL PRE-SEASON FTBL-NBC(S)	11.00							FOR RTGS SEE PAGE A-13					13.1
	11.15										13.0*	29*	12.8
	11.30												12.9
	11.45										12.6*	33*	12.3
	12.00												11.6

CONT'D

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING SATURDAY CONT'D														
NBC 9.00-12.21AM NFL PRE-SEASON FTBL-NBC-CONT'D		12.15										11.5*	32*	11.3
NBC 11.30-12.49AM LE DISCO(S)		11.30	12,540	17.2	6,630	9.1	32	11.1						
		11.45				10.6*	33*	10.1						
		12.00						9.0						
		12.15				8.6*	31*	8.1						
		12.30						7.8						
		12.45						7.3						
NBC 12.52- 2.11AM SATURDAY NIGHT		12.45							7,730	10.6	4,880	6.7	35	7.5
		1.00												7.5
		1.15										7.0*	31*	6.5
		1.30												6.7
		1.45										6.6*	39*	6.5
		2.00												5.3
EVENING SUNDAY														
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.		8.45	11,370	15.6	11,370	15.6	29	15.6	10,570	14.5	10,570	14.5	26	14.5
CBS 8.57- 8.58PM NEWSBREAK-SUN.		8.45	11,300	15.5	11,300	15.5	29	15.5	12,470	17.1	12,470	17.1	31	17.1
8.58- 8.59PM														
NBC 7.20- 8.20PM WONDERFUL WORLD OF DISNEY		8.15	FOR RTGS SEE PAGE A-14			14.8*	32*	14.9						
NBC 8.20- 9.20PM PROJECT U.F.O.		9.15	FOR RTGS SEE PAGE A-14			16.2*	29*	14.4						
NBC 9.18- 9.19PM NBC NEWS UPDATE-SUN.		8.45							10,130	13.9	10,130	13.9	25	13.9
8.58- 8.59PM		9.15	8,380	11.5	8,380	11.5	20	11.5						
NBC 11.50- 1.56AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			2.2*	12*	2.0	FOR RTGS SEE PAGE A-17			3.0*	16*	2.9
11.30- 1.34AM		1.00						1.8						2.7
		1.15				1.7*	12*	1.6				2.6*	19*	2.5
		1.30						1.6						1.8
		1.45				1.5*	15*	1.4						
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	TU-F	8.45	11,520	15.8	11,520	15.8	30	12.2	11,300	15.5	11,300	15.5	29	10.6
	M-F	9.15						13.0						17.1
		9.45						19.0						19.6
		10.30												10.5
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	8,460	11.6	8,380	11.5	23	11.6	8,380	11.5	8,750	12.0	23	11.3
CBS 11.30- 1.16AM LATE MOVIE I	M-F	1.00							FOR RTGS SEE PAGE A-17					3.7
CBS 12.58- 1.50AM LATE MOVIE II	TU-TH	12.00	3,210	4.4	2,260	3.1	19	3.9	4,010	5.5	2,990	4.1	25	6.2
1.16- 2.16AM		12.15				3.5*	14*	3.3				5.6*	23*	5.3
		12.30						3.4						4.8
		12.45				3.3*	18*	3.4				4.8*	27*	4.7
		1.00						3.4						2.9
		1.15				3.1*	21*	2.9				2.7*	22*	2.9
		1.30						2.5						2.8
		1.45				2.7*	23*	2.5						
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F CONT'D	M-F	8.45	7,950	10.9	7,950	10.9	22	10.5	8,090	11.1	8,090	11.1	21	11.5

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY CONT 'D														
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F-CONT'D		9.00						12.3						
		9.15												10.5
DAY MONDAY-FRIDAY														
ABC 10.26-10.52AM CARDINALS PROCESSION(S)	FRI.	10.15							3,650	5.0	3,130	4.3	23	4.8
		10.30												4.3
		10.45												4.3
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,960	6.8	4,590	6.3	25	6.3	3,860	5.3	3,500	4.8	19	4.8
DAY SATURDAY														
ABC 8.15- 8.19AM ABC SPECIAL REPORT(S)		8.15							1,750	2.4	1,530	2.1	20	2.1
ABC 8.25- 8.29AM SCHOOLHOUSE ROCK- 8.25AM		8.15	2,260	3.1	1,970	2.7	28	2.7	2,110	2.9	1,820	2.5	27	2.5
ABC 9.25- 9.29AM SCHOOLHOUSE ROCK- 9.25AM		9.15	4,590	6.3	4,160	5.7	33	5.7	4,520	6.2	4,010	5.5	31	5.5
ABC 10.25-10.29AM SCHOOLHOUSE ROCK-10.25AM		10.15	5,320	7.3	4,880	6.7	30	6.7	4,740	6.5	4,080	5.6	26	5.6
ABC 11.25-11.29AM SCHOOLHOUSE ROCK-11.25AM		11.15	5,320	7.3	4,960	6.8	32	6.8	3,570	4.9	3,280	4.5	21	4.5
ABC 12.25-12.29PM SCHOOLHOUSE ROCK-12.25PM		12.15	4,450	6.1	4,080	5.6	26	5.6						
ABC 12.30- 1.18PM AMERICAN BANDSTAND '78		1.15							FOR RTGS SEE PAGE A-27					5.7
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	2,260	3.1	2,110	2.9	29	2.9	2,840	3.9	2,550	3.5	33	3.5
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	2,920	4.0	2,620	3.6	26	3.6	3,280	4.5	2,990	4.1	28	4.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	6,340	8.7	6,120	8.4	39	8.4	6,490	8.9	6,340	8.7	42	8.7
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	6,270	8.6	5,760	7.9	36	7.9	6,630	9.1	5,980	8.2	37	8.2
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	4,670	6.4	4,300	5.9	26	5.9	4,590	6.3	4,370	6.0	29	6.0
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	5,470	7.5	5,250	7.2	32	7.2	5,690	7.8	5,100	7.0	33	7.0
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	3,650	5.0	3,430	4.7	21	4.7	4,670	6.4	4,160	5.7	27	5.7
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	4,230	5.8	3,860	5.3	24	5.3	4,370	6.0	3,940	5.4	24	5.4
CBS 12.56-12.59PM IN THE NEWS-12.56PM		12.45	3,940	5.4	3,720	5.1	22	5.1	4,670	6.4	4,300	5.9	26	5.9
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM		1.15	4,010	5.5	3,720	5.1	22	5.1						
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM		1.45	3,130	4.3	3,060	4.2	18	4.2	2,770	3.8	2,620	3.6	16	3.6
DAY SUNDAY														
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	2,260	3.1	2,110	2.9	18	2.9	1,820	2.5	1,750	2.4	14	2.4
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	2,480	3.4	2,330	3.2	18	3.2	2,840	3.9	2,550	3.5	18	3.5
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM		9.15	1,020	1.4	1,020	1.4	12	1.4	870	1.2	870	1.2	9	1.2
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	1,310	1.8	1,240	1.7	13	1.7	1,460	2.0	1,240	1.7	11	1.7
CBS 1.45- 4.47PM NFL PRE-SEASON FTBL-CBS(S)		4.45							FOR RTGS SEE PAGE A-33					11.3
NBC 4.00- 7.20PM NFL PRE-SEASON FTBL-NBC(S)		7.15	FOR RTGS SEE PAGE A-34			11.3*	28*	10.6						

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).